Empowerment of Fishers Groups: Cooperation Activation of Capacity Building Programs for Family Heads In Bondo Beach Coast, Jepara Regency

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Abstract
This article aims to explain fishers groups' strategy in facing the dry or western season in Bondo Village, Jepara Regency. For a month, the fishers do not go to sea because of the danger of big waves. Thus forcing the adaptation of the marine economic cycle to land or experiencing job subversion. On the other hand, the Covid-19 pandemic has increasingly suppressed community activities to limit themselves from leaving the house and comply with health protocols. If this condition is left without collaborative efforts by actors, it will create new low groups. Of course, this condition is not desired by all people, so cross-stakeholder collaboration is needed. The role of multi-stakeholders is crucial in supplying socio-economic flows that positively impact lifting the welfare minus group to empowerment. This article will discuss the strategies adopted by fishers groups to survive during the dry season accompanied by civil society opportunities to work, namely the Nahdlatul Ulama Sub-Branch to help prosper the community Bondo Village, Jepara Regency.

Keywords: fishers groups, capacity building programs, nahdlatul ulama sub-branch

Abstrak
sehingga diperlukan kolaborasi lintas pemangku kepentingan. Peran multipihak sangat krusial dalam menyuplai arus sosial ekonomi yang berdampak positif mengangkat kelompok minus kesejahteraan menuju pemberdayaan. Artikel ini akan membahas tentang strategi yang ditempuh oleh kelompok nelayan untuk bertahan hidup di musim pakeklik serta peran Ranting Nahdlatul Ulama untuk membantu mensejahterakan masyarakat Desa Bondo, Kabupaten Jepara.

**Kata Kunci:** kelompok nelayan, program peningkatan kapasitas, ranting nabdlatul ulama.

**INTRODUCTION**

The lean times or hard times for the coastal fishers Bondo is the coming season westerlies and easterlies. This season is marked by the appearance of large winds from the east and west, causing fishers to fail to go to sea to earn a fortune. They did not dare to sea when the lean season despite adequate fishing equipment, including technical affairs. Reporting from news channels Republika.co.id explain the extreme weather conditions during the early months resulting in almost 3-meter-high waves made fishing fright choose "hanging nets" for a full month. If this condition is left without the parties' attention, bringing new poor people to come from fishers' clusters every year.

Data from the Central Statistics Agency of Jepara Regency in 2015 explained that as many as 86,539 families occupied the pre-prosperous cluster, while the number of prosperous families in class I and II was 247,788 families. This number covers all villages, one of which is Bondo Village. Quoting murianews.com, the regional secretary of Jepara Regency, Edi Sujatmiko, explained the composition of household heads and individuals with the lowest welfare status, namely 40% in Jepara Regency or as many as 158,868 households with a total of 529,595 individuals. It will be one of the government's particular concerns as the determinant of "mandatory" policies to solve poverty problems so that people are free to determine future directions. Of course, there is a need for synergy between institutions/agencies to support joint productivity in reducing poverty, including the ranks of corporations and civil society.
When viewed geographically, Bondo Village is one of the villages in Jepara Regency, part of its target village or ring-1 village. The company is referred to as the PT. PLN Persero (State Electricity Enterprise) Main Unit of Tanjung Jati B Jepara. According to Law No. 40 of 2007 on Limited Liability Company, any company conducting exploration for natural resources shall implement the Community Development Activity Program in the ecological aspect. On the other hand, it is essential to empower the community around the company in a humanist part. If retractable backward from the above would be a more exciting story associated with the fishing village of Bondo who has difficulty surviving when the lean season.

When discussing civil society's role, which is institutionalized in an organic-cultural nature, participates in feeling and contributing to unraveling the root of the residents themselves' problems, what is meant is the low problem season of Bondo coastal fishers. One civil society that can expand the work plan targeting Bondo beach fishers is Nahdlatul Ulama (NU). Real contributions have become a fundamental part of this community organization movement with the tagline "return to the laps of the people." Various actions are continuously being carried out to combat poverty in the surrounding community through the breakthrough program 'NU Coin.' Pratama (2015) explains that the NU coin program's contribution has contributed to improving the people of Sragen Regency's relative welfare through a systematic mechanism such as fundraising management, distribution, monitoring, and utilization of the NU coin movement, and also reporting regime. It is essential for the community organization Nahdlatul Ulama (NU) in Jepara Regency, especially the Bondo Village branch, to initiate similar activities that benefit the people's benefit coastal fishers.

Research conducted by Intan Putri Nazila (2019) stated that the realm of implementing the Nahdlatul Ulama Infaq Movement (KOIN NU) program at LAZISNU Porong, Sidoarjo Regency, experienced several obstacles. Those are including a lack of human resources and internal problems in the organization. The NU coin movement in Lazisnu Porong Sidoarjo impacts the local community's lives because of the increased funds from benefactors, increasing Lazisnu's image, increasing...
the number of muzakki and benefactors, and growing loyalty of muzakki and benefactors to the program.

The illustration above shows that coordination gaps can be created by communicating effectively between social institutions (NU) and corporations (PT. PLN Persero). What can manifest the results of cross-sector cooperation in the output of integrated and interconnected work programs? One of its aspects is the arable field around capacity building. It was supported by the Governor of Central Java's statement, Ganjar Pranowo, during his visit to Bondo Village. He explained that the local government, community organizations, and corporations should create cross-sectoral programs to increase the Bondo Village fishers group's capacity so that they can survive apart from their primary job as fishers. Still, it is more important to improve their skills and work skills when facing the dry season. This article will describe a capacity-building program implemented from the cross-sectoral cooperation process (NU, Corporation, and Local Government).

DISCUSSION

The Bondo beach fishers group's strategy in facing the dry season has various ways to survive even though each family's socio-economic conditions have different strengths. This discussion is limited to community groups affected by famine, which causes a decrease in family income. Fishing communities do activities like daily households, but they cannot increase family income during the dry season. Below are the types of coastal fishing activities at Bondo Beach based on cross-sector collaboration (Privat-Civil Organization), as follows:

**Screen Printing Training**

Screen printing skills are a type of skill strengthening activity sufficient for the coastal fishing communities in Bondo Village. The basis of social mapping belonging to PT PLN Persero in 2019 explains the potential of citizens as a legal justification for designing programs with clear and transparent mechanisms. This program is held not just as a formality to maintain a plan to run a work program, but more so that this program's sustainability will impact increasing the economy and the welfare of the people evenly.
The program has at least been designed by the company before execution in the field. Supported by the Community Development Officer (CDO) role as a company representative in the area, it adds to community empowerment agents' commitment to being more productive and active. The full support of the community alliance that is part of the "Sidodadi" group has contributed to driving the work program that has been designed. According to a sociologist, community participation is a crucial pattern of successful work programs to be implemented and have a sustainable impact on a better life.

In this context, community organizations, such as the Nahdlatul Ulama Subdistrict, have a vital role to actively participate in holding comprehensive cooperation with all levels of the coastal fishing community of Bondo Village. Therefore, as a social institution that focuses not only on the field of da'wah but also on targeting the aspects of public welfare. What can start from mentoring from the NU Sub-Branch to the coastal fishing communities, starting from planning, implementing, and monitoring evaluation stages.

The condition of the coastal fishing communities in Bondo Village, which is dominated by the fishing profession, greatly influences community participation in screen printing training activities. Based on the author's observations, when he was part of the company's CDO team, he saw high enthusiasm for community participation in the program to be run. However, on the other hand, the sustainability aspect of this program has resulted in a low polemic of public involvement. Perhaps the element of synchronization of expectations between companies and target communities does not find parallel frequencies. Like the philosophy, fish and hooks mean that people are more aware of receiving assistance even though it is not in the form of fresh money at the start. However, in the middle of the journey, it showed low awareness when what taught the community to develop skills. Therefore, the Bondo Village NU Subdistrict's role should be able to take this role as a catalyst for the development of work programs and even integrate work programs between institutions in the same forum.

For example, in the work program planning stage, NU Subdistrict can assist the community as an active facilitator to invite people to develop skills in the screen printing field. Providing political access to the community will be more proactive than them running the program pragmatically. At the implementation stage, the NU Subdistrict has some contribution spaces, such as moving NU coins for the needs of production equipment shopping, designing the product marketing system, testing creativity between subjects, assessing the market feasibility quality.
test, and also supervising as an institution that enforces transparency and accountability to maintain the spirit of da'wah institutions according to ahlussunnah teachings such as fatonah (believed). It means building public trust in performance during community assistance that the norms of honesty and openness are increasingly upheld together.

**Seafood Cooking Training**

The rapid development of the halal industry shows progress in various aspects in Indonesia. One of them is targeting the improvement of the economy and the community's welfare as providers and consumers. A halal trend, identical to Muslims, has hacked a new lifestyle in the 21st century. It has spread to various eastern countries such as Saudi Arabia, Egypt, United Arab Emirates, Turkey, and even western countries such as Britain, the United States, France, Germany, and Asian parts. It turns out that many countries make quality assurance standards for products and services a standard of living (Hameeda et al., 2016). It will be an opportunity for the Indonesian state as the country with the largest Muslim population to become a pioneer and dominate the halal industry on the global stage.

As the predicate for the largest Muslim population, Indonesia's country reaches around 87% or 207 million Muslims (BPS, 2010). Indonesia's strength of quantity is very potential as a player in the world halal industry market. According to the State of The Global Islamic Economy 2016/2017, it is explained that Indonesia ranks first for halal food product consumption of $154.9 billion per year. However, this dilemma haunts the fact that Indonesia is not included in the top five halal food-producing countries globally. Of course, this is a problem that must resolve. The root of the problem is to continue with cross-sector consolidation to advance halal food producers' capacity in Indonesia.

Indonesia's opportunity to supply halal food is reflected in one of the empowerment activities for coastal fishing communities in Bondo Village, Jepara Regency. The elaboration and collaboration between the private sector and civil society resulted in training activities to cook seafood. The potential of coastal fishers from the abundant catch of marine products will attract local and long-distance tourists if there is an innovation in the halal seafood industry's processing. Although in general, the traditional marine product transaction process has not yet reached the advanced stage. It requires a comprehensive concept of business development aspects.

The presence of the company through the extension of the CSR program provides evidence of good coordination. Although this training
program is classified as old, it has not shown significant changes in welfare. The Nahdlatul Ulama Subdistrict role has a sufficient role in the development of this program through the integration of work programs of each work unit. In turn, it will enter the product marketing mechanism stage, which requires a service net scheme with local community areas. Besides, product innovation's role is an essential part of optimizing the training participants' skill enrichment. The facilitators present from the NU Subdistrict network between villages, sub-districts, and even cities/districts, so that the results of this synergy will benefit multi-sectors, more specifically the improvement of the skills of the coastal fishing communities in Bondo Village to be more prosperous and free from dependence on professional unions.

**Homestay Management Training**

Islamic hotels have great opportunities in the development of today's tourism world. Through effortless access, an internet connection will further add to the success of the lodging business world. The Indonesian hotel network explains that the Islamic hotel market is still relatively small even though several clusters open from the highest to the lowest. If the potential for domestic and foreign tourists visiting ASEAN countries, including Indonesia, shows a significant increase in numbers. Apart from exploring visiting destinations, the other side of tourism needs tourists to need a proper place to stay to support their travel needs. One of the urgent needs is lodging.

According to BPS 2015, it is clear that the number of accommodation that is developing in the Jepara Regency reaches 47. When faced with the needs of tourists for hotels/inns, it shows enough imbalance. If this is not the solution from the local government and the private sector, it will reduce local and even international tourist visits. Given that today, various lodging trends have appeared, including sharia-based lodging.

Collective action between sectors such as the NU Subdistrict and the Assisted Community is a measure of program implementation success. The NU Subdistrict Group can be the determining element of the program's computation that the company runs simultaneously. Although the capacity building program lasted quite a long time, in practice, in the field, the company only assisted for a few days during the time they had. The NU Subdistrict group's role in supporting the success of the capacity building program for repositioning was carried out by the cross-sector to optimize the related program.
One of the supports provided by the NU Subdistrict Group is carrying out assistance for effective cross-sectoral coordination. Without communication as a medium of coordination, mentoring activities can't run smoothly. The mentoring process runs gradually, for example, the provision of information technology experts. Optimizing the optimal use of devices will help increase accommodation/homestays for local and international tourists.

On the other hand, the homestay management training agenda includes several standards verified by online services channeled to private application channels, including traveloka, Pegi Pegi, booking, etc. Regarding the completion of a complex network, the NU Subdistrict team must be equipped with an excellent horizontal relationship capacity. The plan for related activities is carried out according to the success target.

CONCLUSION
The empowerment of the Bondo Beach community has significant opportunities to improve socio-economic welfare. An integrative pattern that is carried out offers a cross-stakeholder cooperation program around the area—private institutions such as PT. PLN Persero and non-governmental organizations such as the Nahdlatul Ulama Subdistrict have an essential role in developing strategies, taking roles, implementing programs, and evaluating. Given the problems of the coastal community of Bondo during the dry season, it will create derivative problems if several actors do not move collectively.

The above program activities are screen printing training, seafood cooking training, and homestay management training to provide new knowledge to famine people. Actors are involved in activities such as the private sector, the social organization sector, and civil society, contributing to socio-economic changes. Furthermore, the hope for the future appears a variety of creativity and innovation from the undercurrent, which marks the awakening of the independence cycle achieved according to their respective strengths.

REFERENCES