

Evaluation of the People's Salt Business Empowerment Program (PUGAR) in the District Arungkeke Regency Jeneponto

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Abstract. Indonesia is known as a maritime country with great potential for sea salt resources. However, due to the low productivity and quality of salt production, this potential could not meet the high demand for salt at the national level. One strategy for achieving national salt can be carried out through the Empowerment of People's Salt Businesses (PUGAR) program which also has an impact on increasing the welfare and income of salt farmers. The results of the study show that the evaluation criteria of effectiveness, efficiency, adequacy, alignment, responsiveness and accuracy are good, but it is hoped that the potential can be increased so that the quality and production of salt can compete in the industrial market. Conclusion Program Evaluation in Arungkeke District, Jeneponto Regency so that it can be given more attention and guard and provide more modern knowledge.

Keywords: Program Evaluation; Community; Salt Business Empowerment (PUGAR).

1 Introduction

Indonesia is known as a maritime country with the fourth longest coastline after the United States, Canada and Russia which has potential resources marine resources, both living and non-living, which are very large. Various sectors are covered in it, starting from the lives of communities around the coast, fishermen, small islands, fisheries, to other marine resources including one of which is salt which is one of many abiotic marine resources and is currently an important target of government research within the framework of national development [1].

So far, domestic salt requirements are met by domestic production and imports. Sea salt has great potential, but it is not enough to cover the domestic demand for salt. The ocean's potential and natural carrying capacity should allow Indonesia to produce its own salt to meet demand. The situation of salt farmers as a whole life in coastal areas faces various problems that cause poverty. In general, they rely on exploitation of marine and coastal resources, which require significant investment and are highly seasonal [2]. One of the factors affecting salt production is weather, low productivity, marketing departments, land tenure status and still traditional salt production processes. Poor quality salt can lead to lower prices received by salt farmers, which clearly affects the welfare of salt farmers [3][4].

The strategy to achieve national salinity is being implemented by the Ministry of Marine Affairs and Fisheries through production activities, improving salt quality for residents and strengthening salt farming communities. The Ministry of Marine Affairs and Fisheries

recognized this and in 2011 he began implementing the PUGAR program. The Empowerment of People's Salt Enterprises (PUGAR) is one of the programs to enhance salt self-sufficiency and improve the quality of folk salt through production activities. Strengthening and Promoting Prosperity of Salt Farming Communities by Increasing Salt Farm Income (Directorate General, KP3K).

The data collected from those responsible for implementing the restoration program said that achieving the annual target for salt farmers depends on the weather and only operates during the dry season. We can conclude that the strategy for implementing restoration in Jeneponto Regency was ineffective and not on target. Judging from its achievements in managing salt in Jeneponto, it still uses traditional methods and still depends on the weather. They don't know the strategy for managing salt during the rainy season.

2 Method

The approach used in this study is descriptive in nature, namely a study that describes in detail the "Evaluation of the People's Salt Business Empowerment Program (PUGAR) in Arungkeke District, Jeneponto Regency" and an overview of the problems studied as they are. In this study the authors used a qualitative descriptive form that described, interpreted, and analyzed existing data and used a social situation approach, where the researcher became the main instrument in this study. The social situation approach prioritizes the role of researchers in the data collection process both through the results of interviews with a number of informants, the results of observations made directly by researchers on phenomena at the research site along with the results of searching documents related to the program.

Data used namely Primary Data obtained directly from the informant for data collection in the form of interviews (interviews), as well as conducting observations (direct observation of research). Secondary Data obtained from documents, records, official archives, books, and relevant literature in completing the data. To analyze and describe the evaluation of community empowerment through the People's Salt Business Empowerment Program (PUGAR), the authors used the evaluation criteria by [5], namely Effectiveness, Efficiency, Adequacy, Equity, Responsiveness, and Accuracy.

3 Results and Discussion

From the results of research related to the Evaluation of the People's Salt Business Empowerment Program (Pugar) in Arungkeke District, Jeneponto Regency, it shows that facilities and infrastructure, including the number of salt shelters in Arungkeke District, have increased from 2017 to 44 units, 2018 to 68 units, 2019 to 84 units. , 2020 97 units and 2021 119 units. This is in accordance with the Government's program through the Ministry of Maritime Affairs and Fisheries issued a program called PUGAR (People's Salt Business Program) which aims to increase production and increase the quality of salt.

This is in accordance with the explanation from [6] which says that policy evaluation is an assessment of what has happened or what is thought to have happened. So that what is evaluated is: First, the impact of the implementation of the program that is just running or to be more precise, namely on policies or programs that are just running or are still running. This means that what is evaluated is the performance process. Second, the impact of implementing programs that have been running for a long time or have been completed.

3.1 Effectiveness

Effectiveness with respect to whether an alternative achieves an expected result (impact) or achieves a goal of action. It is closely related to technical rationality and is always measured in terms of the unit of the product or service or its monetary value (Dunn, 2003:429). However, sometimes goals do not align with desired outcomes. As is the case with the statement put forward by the Head of the Industry and Trade Service and (M) said that:

“Regarding the price of salt, which changes all the time, it is because there is no fixed price because there are too many mafias playing. Play a price and get profit in it . Until now, we have begun to look at the mafias playing with prices. That's why most salt farmers keep their salt for years because they are waiting for a higher price or it can be said at a fixed time. There are even those who keep it for up to three years because it doesn't match the price for the work, they put into it.

3.2 Efficiency

Efficiency is the optimal use of resources to achieve a goal. William N. Dunn argues that efficiency (efficiency) relates to the effort required to achieve a certain level of effectiveness. The statement from the Arungkeke District Extension Officer (SA) who is responsible for controlling all salt farmers said that:

“Most of the salt farmers are still managing their respective ponds from the start of cultivation to harvest. And for the problem of costs or fees from cultivating to harvesting, they spend the most at the time of harvest. Because they order or employ people to carry them to the shelter and put them in sacks, and for the matter of the cost it depends on the agreement between the two of them.

From the interview above, a conclusion can be drawn that starting from cultivating to harvesting does not take a lot of money or costs. Because at any time after there is a need and it is available at the Maritime Affairs and Fisheries Service, it must be given as specified in the policy that promotes the welfare of salt farmers.

3.3 Adequacy

Adequacy refers to how well a level of effectiveness can meet the needs, values, or opportunities that are giving rise to the problem. A recovery program issued by the Minister of Maritime Affairs and Fisheries will enable salt farmers to produce more and better-quality salt. In line with what was conveyed by the Head of the Maritime Affairs and Fisheries Service (A) said that:

We, from the Department of Maritime Affairs and Fisheries, Jeneponto Regency, are very pleased to welcome the Restore Program from the Ministry of Maritime Affairs and Fisheries, with this program. So, the salt farmers in Jeneponto Regency are greatly assisted, especially in their needs as salt farmers. we from the Department of Maritime Affairs and Fisheries made a policy to run the program even though the salt farmers are still operating during the dry season only. In addition, not all of the policies made were implemented so that the Restoration Program was not implemented optimally. So there are still many needs for salt farmers that we have not fulfilled. But in the future we will try to meet all the needs of salt farmers.”

From the results of interviews with the Head of Service, it can be concluded that the existence of the Restore Program is very helpful for salt farmers, but it has not run optimally, but there are future efforts to maximize the program because there are still many salt farmers who are not satisfied with the Restore Program.

3.4 Equity

Equality in public policy means justice delivered and achieved through public policy objectives. Standards of justice (justice) are closely related to legal and social rationality and refer to the distribution of effectiveness and effort among various groups in society.

With the assistance distributed by the Ministry of Maritime Affairs and Fisheries, it can be maximized and used properly. As for interviews from relatives (S) in the group who are still active, they said that:

The assistance that was distributed to us did not match our needs. We have coordinated with the Maritime Affairs and Fisheries Service. What we need is this, but what is being distributed is not what we asked for. Besides that, we also received assistance, such as warehouses or salt shelters, which we still use today and there is still a lot of assistance, such as geoisolators, machines that were given to our group leaders and anyone who needs them can use them right away."

From the results of an interview with one of the active groups, it can be concluded that some assistance was distributed to the Salt Farmers Group which was not in accordance with their wishes. But on the other hand, there is still a lot of assistance coming down from the Salt Farmers group which is still enjoying it to this day [7].

3.5 Responsiveness

Responsiveness can be interpreted as a response to activity. This is a response to public policy objectives for policy implementation. From here we can see or measure how far the policies that have been implemented can satisfy the needs of certain groups of people. After several years of the Pugar Program being implemented, there were several different community responses including (GT) The group that was no longer active said:

"Every year the extension workers together with the person in charge from the Maritime Affairs and Fisheries Service always socialize the Restoration Program to us salt farmers. They came to talk about how these salt farmers no longer use traditional equipment but are still happy with makeshift equipment because it has been passed down from our ancestors, although there is also input from extension workers which is useful and constitutes new knowledge. And there's nothing wrong with socializing the Pugar Program because with every socialization, new knowledge will be imparted."

From the explanation from the Group Leader who was no longer active above, it can be concluded that they welcomed the Restoration Program. They think that after this program they will get a lot of new knowledge [10]. Although they still shoot in the traditional way. Because this program does not only talk about assistance, but also gives a few tips to farmers on how to manage salt from harvest and post-harvest.

3.6 Accuracy

Accuracy refers to the strength of the assumptions underlying these goals. Overall, the positive impact of the implementation of this program can already be felt in which the community has acquired skills that initially knew became ignorant [9]. This is in line with the statement from the Head of Maritime Affairs and Fisheries Service stating that:

With the presence of a policy from the government through the Ministry of Maritime Affairs and Fisheries, it is able to increase the production of salt farmers. Through this program a lot of assistance or new knowledge has been received by the community, especially salt farmers, to manage salt properly. Apart from that, the assistance that we distributed was right on target and there was no discrimination at all against the distribution of this assistance. Because before the

distribution of assistance, the Ministry of Maritime Affairs and Fisheries made a policy to prioritize groups that were still active."

From the interviews above, the authors conclude that the Pugar Program Policy is implemented and is right on target for certain groups. Prior to the implementation of this Policy, a survey was conducted in advance so as not to raise suspicions in the field. This program aims to improve the welfare of salt farmers through policies that have been made.

The implementation of this Program Policy has several problems that have occurred in the field so that it has not run optimally [8]. Because a policy has pros and cons that occur or don't run the program as a whole because there are several factors, including weather, difficulties in providing understanding.

4 Conclusion

In evaluating the success rate of the Restoration Program in Arungkeke District, Jenepono Regency, from the past few years, there has been an increase in salt production in Arungkeke District, although it still depends on the weather traditional way. However, it needs to be further improved through more effective socialization and providing comprehensive assistance to groups of salt farmers. Besides that, it pays more attention to the needs of salt farmers in producing their salt business. As well as further increasing training or counseling for salt farmers in accordance with existing guidelines.

Supporting factors in empowering salt farmers are the need for outreach to the community, direct participation from the community based on community awareness, and new innovations carried out on how to increase salt production and quality. Inhibiting Factors in Empowering Salt Farmers, namely unstable weather which has an impact on production results and limitations in providing understanding, knowledge, and information that can change the mindset of the community so that the production and income of salt farmers is unstable every year.

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