

# Community Empowerment in Coastal Areas in the Northern Region of Banten Province

Muchammad Rachmat Rogianto<sup>1</sup>, Muhammad Fedryansyah<sup>2</sup>, Widya Setiabudi Sumadinata<sup>3</sup>,  
Mohammad Benny Alexandri<sup>4</sup>

{omskyeh@gmail.com<sup>1</sup>, muhammad.fedryansyah@unpad.ac.id<sup>2</sup>, w.setiabudi@unpad.ac.id<sup>3</sup>,  
mohammad.benny@unpad.ac.id<sup>4</sup>}

Department of Social Welfare, Padjadjaran University, Sumedang, Indonesia<sup>1</sup>  
Faculty of Social Science and Political Science, Padjadjaran University, Sumedang, Indonesia<sup>2,3,4</sup>

**Abstract.** This research aims to understand the ongoing process of community empowerment in coastal areas in the northern region of Banten Province. The problem addressed in this research is the development of marine and fisheries without adequate and integrative management in several areas. The results show that these conditions have led to a decrease in coastal and marine areas and the fish resources they contain. Consequently, there has been a significant impact on the decline in community income and the worsening economic conditions of the community. In conclusion, efforts to address these problems are continuously being undertaken to prevent further deterioration of the community's economy, especially in coastal communities in the northern region of Banten Province. This involves the collaboration of various parties, such as the Banten Provincial Maritime and Fisheries Service, which organises basic safety training, facilitates outlets for capture fisheries business licenses, supports coral reef and mangrove conservation, and enhances the competence of coastal communities.

**Keywords:** Community, Empowerment, Coastal Area

## 1 Introduction

The diversity of attractions in coastal areas is the main foundation for advancing the tourism sector in Indonesia. Besides offering stunning natural beauty, coastal areas are also centres of economic activity that are deeply rooted in the lives of local communities. This tremendous economic potential involves various sectors, ranging from fisheries, trade, to the local craft industry. These activities contribute significantly to the economic growth of coastal areas, creating jobs and increasing the income of local communities. The importance of sustainability in resource management in coastal areas is not only emphasised as an effort to protect the natural environment, but also as a strategy to ensure the economic viability and well-being of coastal communities themselves. These principles are reflected in an integrated approach to management, where sustainable local regulation becomes the foundation for achieving sustainable development and community goals.

Law No. 27/2007 is an important milestone in formulating regulatory guidelines related to coastal area management. It demonstrates the government's commitment to creating effective coordination in planning, controlling and utilising natural resources in coastal areas. The focus on improving the welfare of local communities is a reflection of the principles of sustainable

development. In practice, management in coastal areas requires strong synergy between various parties, including the government, local communities, scientists and managers. This cooperation is not only limited to technical aspects, but also includes the active participation of the community in the planning and decision-making process. Thus, resource management in coastal areas is not only effective, but also ensures inclusiveness and sustainability, creating a solid foundation for economic, social and environmental development in coastal areas.

The Northern Coastal Region of Banten Province plays a strategic role in global and regional ecosystems. Its diverse natural resources, such as marine biodiversity, represent great potential that can support the livelihoods and economic development of local communities. However, the coast is also faced with a number of challenges that threaten the environmental sustainability and social welfare of its communities. Climate change, ecosystem degradation and human activity pressures have negatively impacted the ecological balance in the northern coastal areas of Banten Province. Therefore, it is important to apply a holistic community empowerment approach, integrating economic, social and environmental aspects to achieve sustainable development.

Community empowerment efforts in coastal areas are not only limited to providing skills training or access to resources, but also actively involving them in decision-making processes related to natural resource management. This direct involvement creates a sense of ownership and shared responsibility in maintaining environmental sustainability, as well as creating social justice in the distribution of economic benefits. Environmental education and awareness plays a key role in increasing community knowledge about the importance of natural resource conservation. These education programmes can include learning about sustainable management techniques, understanding climate change, and the importance of coastal ecosystem conservation, including mangrove ecosystems that play an important role in maintaining shoreline stability.

In addition, community economic capacity building through micro and small enterprise development can be a key instrument in achieving empowerment goals. Appropriate technical and financial support from the government and private sector can improve the competitiveness of local products, while supporting economic diversification in the region. Cross-sector collaboration, including the active participation of local governments, non-governmental organisations and the business sector, is key to the success of coastal community empowerment. By integrating various interests and resources, we can create a sustainable development model, protect the environment, and improve the quality of life of coastal communities in the northern region of Banten Province.

One of the potentials in the northern coastal area of Banten Province is its seawater which has the potential to be used as salt. Banten Province has a water area of 11,134.22 km<sup>2</sup>, a coastal length of 509 km, 28,480 cultivators, 16,725 Ha of cultivated land, 835 Ha of sea, and 10,358 Ha of ponds. However, until now the availability of salt in Banten Province is still an obstacle.

There is still salt found in Banten Province that is not suitable for consumption [1]. This should be a serious concern of the local government to be able to fulfil the availability of salt in terms of quality, quantity and continuity. With the vast water area in Banten Province, the government can conduct in-depth studies to see the potential of the region as a source of salt production.

**Table 1. Water quality in the northern waters of Banten**

No	Parameter	Unit		Station						BM
				1	2	3	4	5	6	
1	Sulfate (SO <sub>4</sub> ) <sup>+</sup>	mg/L	10.00/T	1619.14	1164.79	1283.20	1284.42	1261.23	1352.78	
2	Chloride (Cl) <sup>+</sup>	mg/L	4.00	19710.20	43958.00	34032.00	22688.00	15598.00	22688.00	
3	Boron (B) <sup>+</sup>	mg/L	0.010	<0.010	<0.010	<0.010	<0.010	<0.010	<0.010	
4	Fluoride (F) <sup>+</sup>	mg/L	0.010	1.022	1.520	1.733	1.627	1.947	1.893	
5	Cadmium (Cd) <sup>+</sup>	mg/L	0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	0.001
6	Lead (Pb) <sup>+</sup>	mg/L	0.006	<0.006	<0.006	<0.006	<0.006	<0.006	<0.006	0.008
7	Sodium (Na)	mg/L	0.005	4481.9	2701.998	2678.756	2698.717	2666.999	2661.256	
8	Potassium (K)	mg/L	0.005	283.37	231.806	202.239	193.964	215.56	222.018	
9	Magnesium (Mg)	mg/L	0.005	1284.7	887.584	840.956	850.948	805.985	734.378	
10	Calcium (Ca)	mg/L	0.005	784.77	783.295	730.597	737.525	698.434	684.579	

Description: \*DL (Detection Limit); \*\*Quality Standard Based on Decree of the Minister of Environment 51 of 2004

Data on Capture Fisheries Production in 2022 shows a figure of 67,759.28 tonnes with a production value of Rp. 2.24 trillion. Meanwhile, aquaculture production is 111,599.30 tonnes with a production value of Rp. 2.49 trillion. Vaname shrimp production per Ha reaches 4 tonnes, and in one year two harvests, because the maintenance period is 120 days or 4 months. The price per kg reaches 60-70 thousand. In the field of Aquaculture, opportunities to develop freshwater aquaculture, inland waters, brackish water and mariculture, which in total reaches an area of 27,562 ha. Banten Province has public waters that have enough potential to be developed for capture fisheries and aquaculture activities, which is around 4,928 Ha, consisting of 621 Ha of checkdam/reservoir, 320 Ha of situ, 3,416 Ha of swamp and 572 Ha of former sand excavation. Superior commodities from marine aquaculture such as RL Contonii, Bawal Bintang, and Grouper. While freshwater aquaculture, carp, catfish, tilapia. For brackish aquaculture, vaname shrimp, tiger shrimp, milkfish, and RL Gracilaria. Furthermore, the Banten Provincial Government also continues to optimise the development of Minapolitan areas in five regions in Banten to realise marine and fisheries industrialisation. Areas that have been designated as Minapolitan areas or area-based marine and fisheries economic development conceptions are in Lebak Regency, Serang Regency, Serang City, Pandeglang Regency, and Tangerang Regency. Minapolitan is a marine and fisheries-based economic area based on regional economy.

However, the development of the marine and fisheries sector in some areas often takes place without adequate and integrated management, resulting in a significant decline in coastal areas, the sea, and the abundant fish resources within them. Consequently, the impacts are not only limited to environmental aspects, but also extend to the economic sector of coastal communities. The decline of coastal areas and fish resources has impacted on people's income, making their economy suffer. Some of the issues faced by coastal communities, especially in Banten Province, include low human resources, high social disparity between juragan and labour fishermen, slum and crowded settlements, and lack of awareness of food safety and quality assurance of fishery products.

This condition indicates the need to improve living standards among coastal communities to overcome the growing economic gap between them and urban residents. Through coastal community empowerment and optimisation of sustainable coastal and marine utilisation, it is expected to be a concrete solution to the issues and problems faced by coastal communities. By utilising local potential, capacity building, and environmental awareness, it is hoped that coastal

communities can actively participate in sustainable development, making their welfare the main focus, and creating a balanced and sustainable ecosystem.

## **2 Research Methods**

The research design that will be carried out in this study is to use qualitative methods. In this study, researchers used a qualitative approach which according to Creswell qualitative research is a method for exploring and understanding the meaning that a number of individuals or groups of people consider a social or humanitarian problem [2]. So that by using qualitative research we can analyse comprehensively and deeply about Coastal Community Empowerment in the Northern region of Banten Province. Furthermore, this research also uses the theory of a community empowerment expert who has made a major contribution in developing empowerment theory and practice, namely Jim Ife. Jim Ife argues that the definition of empowerment is to provide resources, opportunities, knowledge, and skills to community members to improve their ability to determine their own future and participate in efforts to influence the lives of their groups.

By identifying the factors that keep people backward and the inequalities that keep them backward, there are three possible empowerment strategies. The three strategies are:

- a. Empowerment through planning and policy
- b. Empowerment through social and political action
- c. Empowerment through education and awareness raising

## **3 Result and Discussion**

Banten Province has geographical conditions that hold enormous potential for marine and fisheries resources including capture and aquaculture fisheries, fishery product processing industry and biotechnology, marine and coastal tourism, mining and energy, sea transportation, ship industry, marine and coastal buildings, to small islands. The Banten Provincial Government also continues to optimise the development of Minapolitan areas in five regions in Banten to realise marine and fisheries industrialisation. In addition to focusing on marine and fisheries development, the Banten Provincial Government also continues to strive to continue to empower communities in the coastal areas of Banten Province. Community empowerment is an approach that pays attention to all aspects of community life with the target of all levels of society, motivated by self-reliance, so as to generate self-help capabilities.

To improve the quality of life of the community (modernisation) which refers to the way of thinking, behaving, behaving to progress. The management of coastal areas as stipulated in Law No. 27 of 2007 concerning the Management of coastal areas and small islands, in article 5 it is said that the Management of Coastal Areas and Small Islands includes planning, utilisation, supervision, and control of human interaction in utilising Coastal Resources and Small Islands and natural processes in a sustainable manner in an effort to improve the welfare of the Community and maintain the integrity of the Unitary State of the Republic of Indonesia and in its implementation regulated in article 6 must be carried out by integrating activities: between the Government and Regional Governments; between Regional Governments; between sectors; between the Government, the business world, and the community; between land ecosystems and marine ecosystems; and between science and management principles. The central government

gives authority to local governments to develop and manage their local affairs because the local government system in Indonesia currently adheres to a decentralised government system but cannot be separated from the accountability of the Local Government to the Central Government for the implementation of government in the area.

With the policy of coastal area management through fisheries development can get priority so as to maintain the sustainability of fisheries resources and infrastructure in coastal areas, as well as optimizing the use of fisheries and marine resources. In the strategy and development agenda of the Banten Provincial Government in the fisheries sector, which serves as a guide for the government and stakeholders in carrying out development and as a basis for determining the choice of programs and activities according to their duties and authority. The policy directions include:

- a. Revitalise extension and mentoring for fishermen, and fish farmers oriented towards self-initiated extension workers.
- b. Strengthening Agricultural and Rural Institutions to increase farmers' and fishermen's access to productive facilities.
- c. Development of a delivery system with government support for the agricultural sector, and increasing the scale of business that can improve the bargaining position of farmers and fishermen.
- d. Improved capacity and quality of agricultural and fishing human resources.

The Banten Provincial Marine and Fisheries Service was formed to fulfil the demands of the political economy in utilising the wealth of marine and fisheries natural resources in Banten. Based on the main programmed handled by the Banten Provincial Marine Service, the condition or potential of marine and fisheries described in several sub-sectors, among others: Capture fisheries; Aquaculture; Monitoring and control of marine and fisheries resources; Development of development businesses in the marine and fisheries sector, as well as coastal and small islands which are expected to accelerate economic growth, especially coastal communities through the development of agribusiness / cargo industry. The impact of this policy is the development of businesses in the marine and fisheries sector. As the government has allocated a budget issued from the APBD for the development of business development in the marine and fisheries sector through the relevant agencies, in this case the Department of Marine Affairs and Fisheries, namely:

- a. Assistance in providing fishing boats to fishermen,
- b. The provision of fishing gear assistance every year to district/city fishing communities.
- c. Capital loan assistance to fishermen in need through banks, cooperatives and units in the district/city.

However, sustainable development can only be implemented in a democratic and transparent political system and atmosphere. So it is expected that the government must be transparent about the APBD that is given on target and development as well as community empowerment can continue to be carried out. In addition, the Banten Province Northern Region

Service Branch Office held a socialisation of coastal community empowerment which was held at UPTT Pontang, Serang Regency. These activities include basic safety training, outlets for capture fisheries business licences, coral reef and mangrove conservation and increasing the competence of coastal communities. The improvement of skills or competencies of coastal communities is in the form of training in clamshell crafts, fish skin tanning, outboard engine repair, diving training, grass processing and the use of squid attractors.

In addition, coastal areas have an extraordinary attraction to the development of tourism in Indonesia. The attractiveness of this coastal area is a great opportunity not only from the tourism sector but from the economic sector where in coastal areas, community activities have tremendous potential with the rise of various sectors in real terms. Various kinds of community

activities in the coastal area provide very significant benefits to the economy in the area, which is the basis for community development in coastal areas in resource management that integrates with sustainable local regulations so as to create sustainable development and society for coastal areas [3].

As for what makes a problem that arises from tourist activities that visit the island by not maintaining cleanliness at the island location so that this becomes the basis for community service on the Coast in the context of empowerment activities through edutorism training, with this training it is hoped that it can improve the tourism sector by collaborating with tourism awareness groups (POKDARWIS) with the tourism office so that this activity can improve the economy and invite tourists to promote a healthy environment free of pollutants. Edutorism empowerment makes part of the media introduction or promotion of both domestic and foreign tourists, where edutorism originates from the word edu-tourism or educational tourism towards combining the concept of tourism with education which is combined into an educational travel programme involving both individuals and groups (Alipour et al., 2020; Bare et al., 2021; McGladdery & Lubbe, 2017; Sulaiman & Chusmeru, 2020).

Edutorism training in an effort to empower local communities on the coast produces an activity that is different from the others so that when tourists visit they can offer tourism trips based on education that provides an experience to fulfil the need for recreation and education to develop local potential. This edutorism training is very useful in developing and applying the potential to carry out cultural preservation so that it can mobilise the potential of the local community to empower POKDARWIS. In addition, communities in coastal areas can also create various groups according to their expertise and hold counselling for capacity building. Such as farmer groups with activities and counselling on fertilisation, crop maintenance, SL-PHT, and irrigation, then for posyandu with activities and counselling on health programs, immunisation, baby and pregnant mother health checks, baby weight development, knowing HIV/AIDS, elderly health checks, then for PKK groups with healthy gymnastics activities, religion, coffee processing, social activities, planting patterns and maintaining soil fertility, and working group activities, can also be through youth groups with a focus on sports, social, education, youth, management procedures, and organisational management [4]. Development counselling, as a process of community empowerment, has a primary objective that is not limited to the creation of "better farming, better business, and better living, but to facilitate (targeted) communities to adopt production and marketing strategies in order to accelerate changes in social, political and economic conditions so that they can (in the long term) improve their personal and community living standards[5].

#### **4 Conclusion**

The diversity of attractions in the coastal areas of Banten Province is the main foundation for the development of the tourism sector and the local community economy. Economic potential involving the fisheries sector, trade, and the local craft industry contributes significantly to the economic growth of coastal areas. The Northern Coastal Area of Banten Province has great potential, but is faced with challenges such as climate change and ecosystem degradation. A holistic community empowerment approach, environmental education, and economic development through micro and small enterprises are key to achieving sustainability. It is necessary to have community empowerment supported from various stakeholders to be able to achieve community empowerment goals. Community empowerment can be done with a programmed or socialization provided to coastal communities. With the integration of various

interests and active involvement of the community, sustainable development that protects the environment and improves the quality of life of coastal communities in Banten Province can be realized.

## References

- [1] D. I. & T. E. Prihantono J, Troa RA, Dewi LC, “Kajian Dampak Penambangan Pasir Laut Di Pantai Utara Banten Untuk Reklamasi Teluk Jakarta Terhadap Sumber Daya Laut dan Pesisir,” 2014.
- [2] J. W. Creswell and J. D. Creswell, *Mixed Methods Procedures*. 2018.
- [3] I. Wardhana, “Pengelolaan Wilayah dan Sumber Daya Pesisir Terintegrasi Dalam Implementasi Rencana Tata Ruang Kawasan Industri Oleochemical Maloy Kutai Timur ( Sebuah Telaah Kritis) ),” *J. Renaiss.*, vol. 5, no. 1, p. 599, Nov. 2020, doi: 10.53878/jr.v5i1.107.
- [4] F. Dianti and N. Effendi, “Analisis Pemberdayaan Masyarakat Desa Sri Tajung Kecamatan Rupal Kabupaten Bengkalis,” *Kolaborasi J. Adm. Publik*, vol. 5, no. 3, pp. 319–332, Dec. 2019, doi: 10.26618/kjap.v5i3.2706.
- [5] M. A. Khairusy, L. Ferial, and S. Atmaja, “Pemberdayaan Masyarakat melalui Pelatihan Edutourism dalam Peningkatan Masyarakat Pesisir Pulau Tunda, Banten,” *J. Pengabd. Pada Masy.*, vol. 8, no. 1, pp. 29–38, Mar. 2023, doi: 10.30653/jppm.v8i1.154.