

Entrepreneurial Development Strategies in Poverty Alleviation Efforts in Coastal Areas Bone Bolango

Dr. Frahmawati Bumulo
Lecturer of Faculty of Economics,
Gorontalo State University,
INDONESIA

Marselia Botutihe
College Faculty of Economics,
Gorontalo State University

Muhammad Yusuf Zulfikar Paudi
College Faculty of Economics,
Gorontalo State University

Abstract:- The objectives of this research are: how to plan the right entrepreneurship for coastal communities according to the potential that exists in their place, while also paying attention to the supporting facilities and infrastructure in the vicinity. After that, analyze which types of entrepreneurship are most important and help the community in meeting their daily needs and can increase their income in addition to income from fishing or selling fish. Entrepreneurship activities are planned to foster the creativity of the local community who are skilled by looking at all the potential that exists in the location where they live.

Methods The selection of respondents was carried out using different methods in groups of respondents of different types of entrepreneurship, where for the community a simple random sampling method was used and then for the entrepreneurial community, the purposive method was used.

The number of samples to be taken is 30 respondents for the community consisting of several villages in coastal areas and 10 respondents for business actors or entrepreneurs. The descriptive analysis is to describe the profile of entrepreneurship that has potential in coastal areas and qualitative analysis (SWOT) which aims to determine which type of business is the main and in accordance with the policy direction of developing entrepreneurial potential in the coastal area of Bone Bolango.

The outputs or results that have been achieved in this research are the compilation of research reports and several drafts of student proposals and the publication of this research in reputable international journals, and the most important thing is the increase in people who become sustainable business actors in coastal areas, not only in times of famine but in the future. - Normal period is also of course adapted to the existing potential so that it is expected to be able to meet the daily needs of the community, at least to maintain survival and increase the income of the surrounding area and region.

Keywords:- *Entrepreneurship Development, Poverty Alleviation.*

I. INTRODUCTION

Bone Bolango Regency is a Hitterland area of the capital of Gorontalo Province where people living in the provincial capital have a life that begins to be modern and advanced and quite requires time and location to be used for entrepreneurship that can later advance and improve the economic life of its people. This opportunity has not been captured by the government and the community in Bone Bolango Regency. Limitations of facilities such as less wide roads, restaurants and galleries – entrepreneurship galleries are still limited and the absence of the desire of the fishing community to sell their fish catches. Herman Amu (Fisherman on the sea coast of Olele 2020). The number of samples that will be taken as many as 30 respondents for the community consisting of several villages in coastal areas and 10 respondents for business people or business people. As for descriptive analysis to describe the profile of entrepreneurship that has potential in coastal areas and qualitative analysis (SWOT) which aims to determine which type of business is the main and in accordance with the direction of the policy of developing entrepreneurial potential in the coastal region of Bone Bolango, and most importantly the increase of people who become sustainable business actors in coastal areas not only in the paceklik period but in normal times as well which of course Yes, adjusted to the existing potential so that it is expected to meet the needs of people's daily lives, at least to maintain survival and increase the income of the surrounding region and the region.

This research is very necessary because after identification in the coastal area of Bone Bolango the facilities and infrastructure that support the Development of Entrepreneurship in this Region are still very minimal and there is still no proper policy and can be used in the development of entrepreneurship in the coastal area of Bone Bolango Regency. So the author formulated the period encountered in this study is whether the development of entrepreneurship can alleviate poverty in the coastal areas of Bone Bolango Regency or not.

The general purpose of this research is to Formulate an Entrepreneurial Education Development Strategy that can be used for Poverty Alleviation in bone bolango coastal areas, and more specifically to identify coastal human resources capacity and human resources of coastal community economic actors and supporting infrastructure facilities in the bone bolango coastal area and analyze which strategies

are most important and can be used for entrepreneurial development in bone bolango coastal areas.

II. LIBRARY REVIEW

A. Entrepreneurial Education Approach for Coastal Communities

Entrepreneurship is the spirit, spirit of attitude, behavior and potential ability of a person in handling efforts and or activities that lead to efforts to seek, create, apply new ways of work, technology and products by increasing fissile in order to provide better services to gain greater profits. In other words, entrepreneurship is a creativity or innovation owned by Gorontalo Polytechnic learners that will be an added value for him and beneficial to the community. In essence, entrepreneurship is the nature, characteristics, and character of someone who has the will and ability to realize innovative ideas in the real world (business) creatively and productively, in other words, entrepreneurship is the flexibility that someone has to see and assess business opportunities, gather the various resources needed to take action appropriately and take advantage to achieve success in the business field (Puskur: Entrepreneurial Education in goegle, downloaded June 26, 2021).

It was stated by Kourilsky that the definition of Entrepreneurship Education is as follows: "Opportunity recognition, marshalling of resources in the presence of risk, and building a business venture", where entrepreneurial education becomes a transfer of knowledge that should not be limited to the transfer of information in oral form and theoretical forms only but through an effort and project practice with the aim of advancing knowledge and awareness of the importance of entrepreneurial awareness and creativity. i business or business development (Kourilsky, 1995)

Referring to the above it can be concluded that entrepreneurship education is a merger or collaboration between elements of business and education shown for small business owners in order to improve skills in order to achieve a good business, where entrepreneurial education is more directed at the integration of material learning and technical training in order to be done with the aim of poverty alleviation of coastal communities.

In the context of Poverty Alleviation in the Bone Bolango Coastal region, Entrepreneurship Education is needed in order to increase the capacity and capability of the community in processing factors of production in coastal areas. The definition of Entrepreneurship Education put forward by Tahlil and Ali that Entrepreneurship Education is "a collection of formalized teachings that's informs, and educated anyone interested in participating in socioeconomics development through a project to promote entrepreneurship awareness, bussines creation, or small bussines development." (Tahlil & Ali, 2015). It states that entrepreneurial education applies to everyone who is interested in and wants to participate in socioeconomic development through education, training, and learning in order to build entrepreneurial awareness. Entrepreneurial

education for coastal communities is the integration of education through learning and training in order to build awareness of coastal and marine-based entrepreneurs.

Entrepreneurship education must be designed by paying attention to several things conveyed by Colin and English, namely the design of entrepreneurship education must contain topics or discussions about:

1. Difining Entrepreneurship
2. Compleating of self assement
3. Creating an idea
4. Developing the bussiness plan including marketing financial projection and organizational plan
5. Running the bussiness
6. Environmental, pilitical and international issue (Colin & Engglish, 2004)

From the above explanation it can be concluded that Poverty Alleviation through entrepreneurial learning whose material contains the basic understanding of entrepreneurship, complementing the abilities and capacities of individuals, the ability of the community to create creative and innovative ideas, the development of business plans, financial plans, and business organization development plans, then material on how to run productive businesses and materials related to environmental, political and internal issues. Other asionals related to the life of coastal communities.

In the content of Entrepreneurship Education Galloway and Brown suggest that:

1. Konowlege of characteristic of an entrepreneur
2. Ability to recognized bussines opportunities
3. Basic skill and knowledges to create on effective feasibility plan a bussines venture
4. Ability to identify the various bussines entry strategies available to entrepreneurs
5. Understanding of the skills needed and meanas available to collect the market information neede to evaluate the feasibility of a new bussines concept (Galloway & Brown,2002).

B. Effective Economic Empowerment of Coastal Communities

The concept of empowerment in the discourse of community development has always been associated with the concepts of self-seding, participation, networking and justice. Where basically, empowerment is put at the strength of the individual and social level. Empowerment gives meaning, namely the existence of a tough and strong mental attitude (Hikmat, 2001). From the concept of empowerment, it can be said that the empowerment of coastal and marine communities is the empowerment of coastal communities to utilize and manage fisheries and marine resources optimally and sustainably in an effort to improve their welfare. According to Soesilawati in latif (1999), there are several strategi that can be done to empower coastal communities, namely:

1. Facilitative strategy is a strategy that expects the group to be targeted by a program aware of the choices and resources owned, this strategy is known as a

cooperative strategy, namely a mutual change agent - and the community seeks solutions to an amsaalah.

2. Educational strategy, which is a strategy that provides knowledge and expertise to the community that will be empowered
3. Persuasive Strategy, which is a strategy that seeks to bring about change through the habit of behaving. This strategy is more suitable to be used if people are not aware of the needs of change or have a low commitment to change.
4. Power strategy, which is a strategy that requires a change agent who has resources to give bonuses or sanctions to targets and has access to monopolies.

The essence of the four empowerment strategies above is to provide the best way of management that must be done so that coastal communities are willing and able to manage the resources they have.

C. Framework of Continuing Life (Sustainable Livelihoods) Through Empowerment of Coastal Communities

The context of empowerment of coastal communities, the framework needs to be adopted because in carrying out sustainable life explained the main factors that affect people's lives as well as the relationships between these factors (Saragih, 2007).

The context of empowerment of coastal fishing communities there are 3 (three) main adaptation strategies, namely:

1. Grouping strategy or the establishment of economic institutions and building networks or networking.
2. Alternative livelihood strategy (Business Diversification)
3. Strategies for self-development of fishermen's resources in processing the potential of coastal and marine resources in a sustainable manner.

The measure of sustainability of sustainable livelihoods must meet several conditions: (a) elastic and flexible in the face of surprising events and external pressures, (b) not dependent on outside assistance and support, (c) maintaining long-term productivity of natural resources, (d) not harming livelihoods or sacrificing livelihood choices that are open to others (Saragih, 2007).

III. RESEARCH METHODS

The study was located in the Bone Bolango Coastal Region using data collection techniques conducted through observations, interviews, literature studies using sample populations and sampling techniques. Furthermore, the Respondent Selection Method is carried out using different methods in two groups of respondents (coastal community groups and agency groups). For business respondents, the method used is a simple random sampling method. As for the institution used purposive methods. The number of community samples taken as many as 30 respondents at each sample location. As for the unit of the institution interviewed adjusted to the number of agency units in each village, and it is estimated that the number of agency units

interviewed is about 3-5 institutions for each sample location.

IV. DISCUSSION

Bone Bolango Regency with an overall area area of + 1,984.31 km², consists of seven sub-districts before expansion and after expansion into 17 Subdistricts, namely: Bone District, Bone Raya Subdistrict, Bonepantai Subdistrict, Botupingge Subdistrict, South Bulango Subdistrict, East Bulango Subdistrict, Bulango Ulu Subdistrict, North Bulango Subdistrict, Bulawa Subdistrict, Kabila Subdistrict, Kabila Bone Subdistrict, Suwawa Subdistrict, South Suwawa Subdistrict, Central Suwawa Subdistrict, East Suwawa Subdistrict, Tapa Subdistrict and Tilong Kabila Subdistrict.

Geographically, bone bolango regency borders:

- a. The north borders Atingola Subdistrict, Gorontalo Regency and Bolaang Mongondow Regency (North Sulawesi Province).
- b. The east borders bolaang mongondow district (North Sulawesi province).
- c. The south borders the Gulf of Tomini
- d. The west is bordered by the northern City District and the South City Subdistrict, Gorontalo City: as well as Telaga District, Gorontalo Regency.

Bone Bolango regency in the eastern part of Gorontalo Province has a strategic location because it is adjacent to the provincial capital which is only + from the district capital, Suwawa.

The economy of Bone Bolango Regency 10 (ten) years ago looks increasing compared to still united with Gorontalo Regency. On the basis of the prevailing price, the PDR has increased significantly, from Rp.4 201 159.27 in 2018 to 4 577 990.16 in 2019 and 4 648 854.63 in 2020, while on the basis of the constant price of its GDP rose from Rp. 2 965 462.67 in 2018 to Rp. 3 153 901.55 in 2019 and 3 155842.36 in 2020.

As one of the developing regions, the Bone Bolango government is actively building and stimulating all sectors to catch up with the economy. Various changes are always made and have begun to appear, both in the field of government, development and public services. The functions of government and service have begun to be optimally able to serve the community. The availability of advice and infrastructure continues to be improved to keep pace with the dynamics of investment and trade developments.

Entrepreneurial Potential

Until now, the Bone Bolango Regency Government continues to strive to provide facilities to the community to entrepreneurship both group and independent, through the Government-related Office providing sales carts intended for people who want to entrepreneurship in the culinary field. This is done to meet the need for entrepreneurial means for the community. Bone Bolango Regency, which

has a coastline along the coastal waters of the southern coast of Tomini Bay, provides its own opportunities for entrepreneurial development that support the tourism sector in the region.

General Condition of Entrepreneurship in Bone Bolango Coastal Region seen from the Paratourism sector

Internal Conditions

- Providing entrepreneurial facilities in terms of culinary, knitting etc.
- Encourage for the improvement of Community Performance and Creativity in coastal areas.
- Have a lot of natural resources and become a potential for entrepreneurship.
- Community communication around is quite good
- Adequate facilities and infrastructure
- Good quality of human resources

External Conditions

- Lack of attention and support from the community
- excellent service needs
- Support from investors, Partners and other stakeholders

Desired conditions and hopes to come

in the next 5 (five) years, by optimizing the utilization of existing potential both natural resource potential and human resource potential owned by the coastal region of Bone Bolango, the Government in this case related agencies, village government apparatuses in coastal areas, is expected to be a positive, creative and innovative response in implementing the vision and mission by paying attention to several supporting factors, Namely: Good communication between the government and the community, then adequate facilities and infrastructure and support entrepreneurship in coastal areas and the improvement of human resources.

Entrepreneurial Goals and Objectives on bone bolango coast

Strategic objectives to be achieved through the implementation of the Vision and Mission of Bone Bolango Regency are:

- a. Increasing the quality of Entrepreneurship Program Services in the coastal areas of Bone Bolango Regency.
- b. Increasing the quality of Facilities and Infrastructure Supporting Entrepreneurial Potential in the Bone Bolango Coastal region.
- c. The realization of a rational, efficient and effective Regional Device Organization.
- d. The realization of accountability and good government in the development of Business Hero Potential (Entrepreneurship) in Bone Bolango Regency.
- e. The realization of access to information on the implementation of government is widespread in the development of various sectors supporting economic development of kabila bone coastal communities in particular and the bone bolango community in general.

SWOT analysis

The results of research conducted in Bone Bolango, especially those related to the development of entrepreneurship, were supported by interviews to all *Stake*

*Holder*s related to research objects among related agencies (Industry Office & MSMEs of Bone Bolango Regency), village officials and bone bolango coastal communities. Then through SWOT Analysis will be described an analysis of internal and external lingkungan conditions, which are factors that affect the development of Entrepreneurship in Poverty Alleviation in Bone Bolango Area.

Internal Condition Analysis

Analysis of the internal conditions (weaknesses) of Kwirusahaan is intended to find out internal weaknesses that are obstacles to the development of the potential of Entrepreneurship of Bone Bolango regency, so as to achieve the goals set. In addition, the internal condition (strength) owned by Bone Bolango which is an asset of the area can reduce or eliminate existing weaknesses and at the same time be a driver of the achievement of bone bolango regency's goal in increasing regional native income and reducing poverty in bone bolango region.

Strength

Clarity of Vision and Mission

This aspect is considered a strength, because the vision, mission and development goals of Bone Bolango have clarity that basically wants to improve professional services and strive to improve the welfare of the community through the utilization and management of marine resources in this case Exploring the Potential of Entrepreneurship in the coastal region of Bone Bolango.

The extent of coastal development potential and diversity of marine biota.

Physically Bone Bolango Regency has great coastal and marine development potential, with a population of \pm 122,972 people spread across land and coastal areas and the management area of \pm 500 km². The main commodities of marine fisheries in this area include small Peligis fish (Kite, selar, kembang, sarin) large pelagic (tuna, cakalang, cob, mackerel) demersal (grouper, red snapper, lencam) and other fish (squid, octopus, suntung) including shellfish - jubilan and seaweed, which can be processed and become a potential business.

Facilities and Infrastructure where wira business in Olele Marine Park, Molotabu Beach, Botutunuo Beach and whale shark tourism, namely:

1. Public bathrooms and toilets
2. Villas, cottages - cottages where to rest
3. Restaurant
4. Available for diving
5. The steepest glass boat used to see a variety of beauty of coral reefs and underwater beauty Olele.
6. The boat to see the Whale Shark in Batubarani village.
7. Availability of Carts – Fish Processed Carts

Availability of Human Resources / Labor / Business Actors

Another strength that Bone Bolango Regency has in the framework of the development of Entrepreneurship in coastal areas is the availability of labor and business people

who if educated and improved skills, especially in the field of Sales, Processing techniques and marketing which will certainly be very helpful in entrepreneurship.

Information and Promotion

Another strength is also the field of information and promotion which will certainly greatly help the government and the community in terms of providing accurate information about business heroes in coastal areas which is certainly in line with the promotion of tourism to the wider community both locally and abroad.

Weakness

- a. The field of Human Resources of coastal communities that are still low in knowledge and interest in the development of Entrepreneurship
- b. Lack of Access to Information
- c. Minimal and limited Capital for Business Activities and sustainable business (such as restaurants, villas, cottages etc.

External Condition Analysis

External condition analysis is intended to analyze the conditions of external factors that will directly or indirectly affect the entrepreneurial development strategy that contributes to the economic growth of bone bolango region. The form of external conditions analyzed is an external condition that becomes an opportunity or threat to the Bone Bolango Regency area, especially the development of Entrepreneurship.

Opportunities

Beautiful Natural Charm

Basically the opportunity for the development of coastal and marine resources of Bone Bolango Regency lies in the power it has. As mentioned earlier, that the development potential of coastal and marine areas is very large and only utilized a small part. This means that there are opportunities for the development of coastal and marine resources of Kabila Bone Kab. Bone Bolango. The development is increasingly open given that the entrepreneurial potential in the coastal region of Bone Bolango is very promising.

Government Policy (Political Will)

The existence of political will of the central government and to advance development in the eastern region of Indonesia (KTI), this will cause a great impact on economic growth in this area including Bone Bolango Regency. In addition, the shift of the center of global economic activity from the atlantic to pacific process (pacific rim) also opens opportunities for economic development in the area especially in terms of Entrepreneurship Potential Development.

Modernization of infrastructure and facilities supporting business activities in the coastal area of Bone Bolango Regency.

Modernization of infrastructure and facilities is directed to realize entrepreneurial development efforts in the

coastal region of Bone Bolango to alleviate poverty of bone bolango coastal communities.

Strengthening human resources of Bone Bolango coastal community through Education and Training

Human resources strengthening program, especially the community conducted by Bone Bolango Regency through education and training, by focusing material on the introduction of natural characteristics of coastal areas (climate, weather etc.), map reading, organization (institutional) and providing information about processed businesses whose sources are from the sea, as well as providing appropriate information especially related to Business Activities that can be developed in coastal areas, especially around the olele marine park area, Molotabu beach, Botutonuo beach and whale shark tourism in Batubarani village which becomes a tourist spot. So that there is an opportunity to open various types of businesses around the place to support coastal tourism.

Threats

Lack of internet access as a means of promoting the development of Entrepreneurship in the coastal area of Bone Bolango.

Lack of government supervision of facilities and infrastructure supporting business hero activities and tourism

Marine pollution, in addition to the above-mentioned threats of marine pollution is also a very substantial problem that is a threat to the continuity of the development of potential entrepreneurial activities because it will have an impact on the lack of coming to travel and visit businesses around tourist attractions.

The SWOT analysis process that has been done produces several strategic issues that should be anticipated and tested to see the feasibility of implementing it. The strategic issues that can be :

1. Improve the facilities and infrastructure of coastal and marine development in accordance with the development potential and carrying capacity of the environment.
2. Improve the education and skills of coastal communities/fishermen in the utilization and management of marine resources.
3. Develop models and technologies of marine informatics and utilization of environmentally familiar marine resources.
4. Establish the boundary between the zone of preservation, conservation and utilization
5. Improve supervision, protection, monitoring, and evaluation activities on a regular and integrated basis.
6. Support coastal community institutions/groups to find partners/ partner businesses directly with investors.
7. Increase the availability of correct data and information in accordance with the needs in the planning and management of coastal and marine areas.
8. Disseminate market information about coastal and marine resources through local/national media continuously.

9. Promote and implement and enforce the rules related to the management of business in coastal and marine areas.
10. Improve the ability of coastal and marine commodity utilization and management techniques using environmentally familiar equipment models.
11. Open opportunities for cooperation with financial institutions / banks to overcome financing / capital problems.

V. CONCLUSION

1. The results of this study show that from the results of SWOT analysis obtained the formulation of Entrepreneurship Development policy in Alleviating Poverty in The Coastal Area of Bone Bolango Regency which is spelled out in several aspects, namely:
 - a. Improving the facilities and infrastructure of coastal and marine development in accordance with the development potential and carrying capacity of the environment.
 - b. Disseminate business information in coastal areas and about coastal and marine resources through local / national media continuously.
 - c. Implement various policies of Entrepreneurship Development with the right target or utilization of environmentally familiar marine resources.
 - d. Support coastal community institutions/groups to seek business partners directly with investors.
 - e. Promote and implement and enforce rules related to the management of coastal and marine areas.
 - f. Improve the ability of business utilization and management techniques and management of coastal and marine commodities by using modern and environmentally friendly equipment models.
 - g. Open opportunities for cooperation with banking institutions to overcome capital problems.
 - h. Improve the education and skills of coastal fishing communities in the utilization and management of marine resources both fishery catch production and fishery processed production.
2. Based on this research can be concluded based on the level of strategic identification issues internally and externally obtained recapitulation of 11 existing issues with results = average 1.5 - 2.5 obtained 3 issues. This shows that 8 strategic issues mean that these issues are important both by the local government, the coastal communities of Bone Bolango Regency and other relevant parties to pay more attention to the impact caused by these issues. In addition, there are 3 issues that are quite strategic and is a plan from the local government in terms of the development of Entrepreneurship in bone bolango regency and requires considerable funds.

REFERENCES

- [1]. Ambo Tuwo, 2008, *Coastal and Marine Ecotourism Management*, Brillian International, Sidoarjo.
- [2]. BPS Bone Bolango, Bone Bolango Regency in 2020 figures
- [3]. Collin, J., & English, A. P. J. (2004). A Contemporary Approach to Entrepreneurship Education. International Journal of Asian Social Science, 46 No. 8/9 (8), 696 – 707. <https://doi.org/10.1002/9780470698785>
- [4]. Dahuri, R. (1996). Integrated Management of Coastal and Ocean Power. PT Pramadya Paramita.
- [5]. Galloway, L., & Brown, W. (2002). Entrepreneurship education at university : A driver in the creation of high growthfirms ? education + Training, 44 (November), 398-405. <https://doi.org/10.1108/00400910210449231>
- [6]. Indonesian Investment and Trading Opportunity by Province, Regency, City. Department of Home Affairs The Republic of Indonesia, 2012
- [7]. Kourilsky, M. L. (1995). Entrepreneurship education : Opportunity in search of curriculum. Center for Entrepreneurial Leadership, Ewing Marion Kauffman Foundation, Kansas City, MO, Available, Available at : <http://www.unm.edu/~asalazar/Kauffman>.
- [8]. Irina, 2008, *Opportunity to Strive and Strive in the Field of Tourism*, Journal
- [9]. Sutanto, 2000, **Entrepreneurship**, Ghalia Indonesia, Jakarta
- [10]. Suryana, 2003, *Entrepreneurship Practical Guidelines, Tips and Processes towards Success*, Salemba Empat, Jakarta.
- [11]. Wirdayanta, 2006, *Tourism Research Methods*, Andi Ofset, Yogyakarta.