Synergy Model of Community Empowerment of the Pramuka Island in Kepulauan Seribu in the Management of Coastal Areas Based on the Women's Community

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Abstract. The location of Pramuka Island in the Kepulauan Seribu area is supported by islands that are adjacent to one another with different characters and functions. Pramuka Island is also in the Kepulauan Seribu National Park conservation area. Therefore, Pramuka island is strategically located to develop itself into a center for nature tourism activities, educational tours, and cultural tours. The Authors aim to find out the forms of local potential management programs in the context of community empowerment, the role of stakeholders in supporting women fishing communities in the context of community empowerment, and the form of synergy carried out by the government and women's communities, and the Synergy Model for Community Empowerment in the Management of Coastal Areas Based on the Women's Community. The Authors used the theory of synergy, stakeholders, and women's empowerment in this research as well as the qualitative approach with qualitative descriptive analysis methods and data collection techniques with primary data; furthermore, the author used the results of in-depth interviews with various stakeholders and business actors besides secondary data to complete the information needed in this research. The research is conducted from February to May 2021. The results of this study are the management of the coastal area of Pramuka Island based on a group of women fishermen whose activities is in synergy with the government and stakeholders. Thus, it has involved the government, NGOs, the business world, academics, and the media as well as some equipment assistance. The output of this research is the Synergy Model of Community Empowerment of the Pramuka Island in Kepulauan Seribu in the Management of Coastal Areas Based on the Women's Community.

Keywords: synergy · Pramuka Island · coastal area · women's community

1   Background

Maritime was once proclaimed by President Joko Widodo as the main program in the government. It would be very good if it could be realized by synergizing with various NGOs and community institutions as well as the business world to package this program so that it is useful and successful in realizing the economic independence of fishing families. Voluntary Guidelines for Securing Small-Scale Fisheries in the context of maintaining food security and eradicating poverty have explicitly stated the state's obligation to treat fisherwomen, including cultivators and salt farmers, especially, and their rights are guaranteed, such as getting housing, proper sanitation, safe and hygienic basic sanitation, investment savings and credit, free from sexual harassment and violence, and technology development, concerning CEDAW (Convention on Discrimination Against Women). If women fishermen are not guaranteed their rights and their existence is not supported, it can be estimated that the largest poor group emerges from this group (Women Fisherwomen; Women's Journal Notes no 95: 2016, asianfeministjournal.org).

Several research results showed the importance of empowering coastal areas, which is related to the very importance of the government's attention in making regulations considering the potential of the sea so far has not been maximally utilized. In Hezron Sabar Rotua Tinambunan [1]: Research conducted by Ambariyanto and Denny [2] states that there are four problems faced by coastal areas in Indonesia in general, namely:

1. The high poverty rate of coastal communities, recorded in 2010 poverty in coastal villages reached 7 million people, there were 10,639 coastal villages,
2. High damage to coastal resources
3. The low independence of village social organizations and the erosion of local cultural values, and
4. Poor village infrastructure and the health of the residential environment.

A. Community Empowerment
Kartasasmita [3] explains, that "empowering the community is an effort to increase the dignity of the layers of society". From this thought, it can be understood that the purpose of community empowerment is to make the community independent, enable and improve the community's abilities and raise awareness of their abilities to achieve a better and sustainable life.

B. Women Empowerment
There are two characteristics of women's empowerment. First, as a reflection of emancipatory interests that encourage people to participate collectively in development. Second, as a process of involving individuals or communities in the process of enlightenment, awareness, and collective organization so that they can participate [4].

C. Stakeholders
Stakeholders are all parties in society, be it individuals, communities, or community groups, who have a relationship and interest in an organization/company and the issues/problems that are being raised [5]. In the Indonesian translation, the meaning of stakeholder is a stakeholder or interested party.

Understanding Stakeholders According to Experts

To better understand the meaning of Stakeholders according to Freeman, Stakeholders are a group of people or individuals who influence each other and are influenced by the achievement of certain goals of the organization.

Stakeholder Classification

In general, Stakeholders can be grouped based on their strength, position, and influence. The classification of stakeholders is as follows:

1. Main Stakeholders (Primary)

These primary stakeholders are directly related to the making of policies, programs, and projects. They are the main determinants in decision-making activities.

Some examples of primary stakeholders are:

a. Community and Community Leaders; communities are those who will be affected by and benefit from a policy, project, and program. While community leaders are community members who are considered to be the aspirations of the community.
b. Public Manager; a public institution that has responsibility for making decisions and implementing them.

2. Supporting Stakeholders (Secondary)

Secondary stakeholders are parties who are not directly related to a policy, program, or project. However, secondary stakeholders have concerns so they participate in voicing opinions that can influence the attitudes of the main stakeholders and the government's legal decisions.

Some examples of secondary stakeholders are:

a. Government agencies in certain areas but have no direct responsibility
b. Government agencies that deal with problems, but do not have direct authority to make decisions
c. Local non-governmental organizations (NGOs) engaged in fields related to the impacts, plans, or benefits that will arise
d. Universities, namely academic groups that are influential in the government's decision-making process
e. Entrepreneur or Business Entity

3. Key Stakeholders

Key stakeholders are executive elements based on their level (legislative and agency) who have the legal authority to make decisions. For example, the key stakeholders of a project in a district area:

a. District government
b. District Parliament
c. The office in charge of the project in question

While in the business world, the division of Stakeholder groups can be divided into two, namely Internal Stakeholders and External Stakeholders.

D. Gender-Based Human Development

Data for 2009 KPU shows an increase in women's representation in the political field. The number of female members of the DPR RI in 2009 became 98 people from the previous year in 2004 which amounted to 65 people. Gender equity is defined as equal conditions for men and women to obtain opportunities and their rights as human beings in playing and participating in all fields. So, gender equality is interpreted as a process and fair treatment of women and men so that in carrying out state and social life, there is no standardization of roles, double burdens, subordination, marginalization, and violence against women and men.

Synergy in the Management of Local Potential of Coastal Areas

In this case, the activities carried out by the community, fishermen, or coastal women of Pramuka Island are certainly the result of collaboration with various partners including government support. As with Pramuka Island and the surrounding islands, in terms of activities on Pramuka Island, which is the district capital, its activities are supported by islands that are close to each other with different characters and functions, namely Panggang Island, Karya Island, Semak Daun Island, and Pulau Semak Daun. Scorched Sekati, Scorched Scouts, and Pulau Air.

Stakeholder Support, Role of Government, and Partners

Stakeholder support; government, academia, NGOs, media, and industry are indispensable and a priority. The government's commitment is demonstrated by linking most of the SDGs targets and indicators to the national medium-term development plan (RPJMN). In addition, issued the Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, so that the reference becomes clear.

Maritime Country Opportunities and Challenges

This marine and coastal economic potential can be seen in; capture fisheries, aquaculture, fishery product processing industry, biotechnology industry, mining and energy, marine tourism, sea transportation, maritime industry and services, small island area resources, mangroves, and non-conventional resources (Director of Marine Affairs and Fisheries, Ministry of National Development Planning/Bappenas).

The Contribution of Fisheries to the National Economy by Optimizing the Coastal Women's Community

Local community management should be carried out considering various considerations and opportunities in the field as described in the model above, along with the analysis:

a. **External environment**, are factors that are beyond the reach of the company that can pose an opportunity or threat. A strategy must be made that can take advantage of every opportunity and for the development process, as well as anticipate a solution system at the beginning of the problem before it becomes something big. Environmental

factors that are considered threatening organizational goals (early warning system). The external environmental analysis process should be carried out on a sustainable basis which includes four process activities:

1) Scanning: identify early signs of environmental change and trends.
2) Monitoring: finding meaning through continuous observation of changes and trends.
3) Forecasting: making forecasted projections of results based on monitored changes and trends.
4) Assessing: determining the timing and importance of environmental changes and trends to the company's strategy and management.

These external forces can be seen in five categories, which include:

1) Economic strength,
2) Cultural, social, demographic, and environmental forces,
3) Political power, government, and law,
4) The power of technology,
5) The power of competition. Changes in external forces translate into changes in customer demand for industrial and consumer products and services.

b. **The internal environment** is the general condition factors that exist within the organization, which have a direct influence on the organization, which includes employees or in this case members of the community and lead managers. The most important elements in the internal environment include:
   1) Physical resources; company location, equipment, and facilities.
   2) Human resources; employees and management
   3) Financial resources; funding, investment opportunities, and sources of income.
   4) Access to key input sources
   5) Innovation and efforts to secure internal strength from imitation through patents, copyrights, and trademarks.
   6) Process management, which regulates how internal resources can be allocated effectively and efficiently following (company strategy).

c. **Building partnerships;** Indeed, building partnerships is very important to open access to community independence, especially in marketing their products. The objectives are increasing community participation and synergizing programs. The steps to build a partnership include: analysing information, exploring cooperation, preparing a work plan, making an agreement, signing a Cooperation agreement (MoU), implementing activities, monitoring and evaluation, improving, follow-up plans, and partnership patterns.

d. **Stakeholders:** Stakeholders consist of primary (main) stakeholders, secondary (supporting) stakeholders, and key stakeholders.
   1) Primary stakeholders; directly related to the making of policies, programs, and projects. is the main determinant in decision-making activities or activities, including the community and community leaders, and Public Managers.
   2) Supporting Stakeholders (secondary); parties who are not directly related to a policy, program, or project. However, they have concerns and concerns so that

they participate in voicing an opinion which of course can affect the attitudes of the main stakeholders and also the government's legal decisions; Government institutions, NGOs, Universities, as well as Entrepreneurs or Business Entities, related to the problem.

3) Key Stakeholders; It is an executive element based on its level (legislative and agency) which has the legal authority to make decisions; for example, the key stakeholders of a project in the district, such as the district government, the district parliament, the agency that directly supervises the project in question. Meanwhile, in the business world, it is only divided into two groups, namely internal and external stakeholders.

e. **Forms of activity or synergy in the management of local potential**

The forms of synergistic activities in the management of coastal areas are Seaweed Cultivation, Guidance through Socialization, Management of Fishery Products, Training for Trainers, Public Speaking, Instagram Classes, Research; Ecological function of coastal areas and oceans, together with seagrass, mangrove, and coral reef communities. 4 Program Pillars; Education, Entrepreneurship, Environment, and Health. Nivea Sun Together with Female Divers (Female Divers) Campaigning for the Importance of Maintaining coral reefs in maintaining biodata in the sea and coast.

2   Conclusions

The Role of Stakeholders in Supporting the Women Fishermen Communities in the Context of Community Empowerment on Pramuka Island, Kepulauan Seribu; mentoring, providing seeds, equipment, and tools that support business, training, socialization, education, media literacy, and post-harvest product management, mobilizing campaigns, promoting ecological maintenance on the coast.

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