



ANALYSIS LOCAL GOVERNMENT POLICY IN THE DEVELOPMENT OF FISHERY PRODUCT PROCESSING (CASE STUDY IN BANDUNG DISTRICT, WEST JAVA)

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Bandung District, fishery product processing, Local Government Regulation, Policy

ABSTRACT

This Bandung District is one of the districts in West Java Province which has a lot of potential, one of which is the fishery product processing sector. Fish processing activities in rural areas are still classified as traditional fish processing and are carried out on a home industry scale. The purpose of this study is to analyze and formulate appropriate policy recommendations for the development of fishery product processing in Bandung. The method used in this research is the case study method. Analysis of the data used in this study using the Soft System Methodology approach. Based on the unstructured problem approach by using existing conditions which include technical and production aspects, institutional aspects, and human resources aspects. The research was conducted in April 2020 - January 2021 in Bandung. Respondents in this study consisted of 5 people from 2 processing entrepreneurs and 3 people from government agencies.

1. INTRODUCTION

Bandung District is one of the regencies located in West Java Province. The total area of Bandung District is 176,238.67 Ha, most of the Bandung area is located between the hills and mountains that surround Bandung District. Bandung District itself has a lot of potential from various sectors. One of the potentials of Bandung District is in the fisheries sector, the fisheries sector itself has several fields, one of which is the processing of fishery products.

Processing is a way to maintain fish durability and its nutritional value. Apart from increasing its shelf life, fish processing also aims to increase the economic value of fish. One of the efforts to increase the economic value of fish is by diversifying the processing of fishery products to create fishery products that can attract people to consume them.

Fish processing activities in rural areas are still classified as traditional fish processing and are carried out on a home industry scale. However, the development of small or medium enterprises is currently a concern, because the economic crisis that hit has raised hopes for small businesses to become the motor of the economy (Widyaningrum 2003). The concept of fisheries development is basically a fishery development oriented in the field of fishery product processing. The final target is to increase the production and quality of fishery products to increase welfare evenly and fairly for processing entrepreneurs. Therefore, government policy in developing fishery product processing is needed.

Local government is an organization that has the authority to make a policy in the form of enforcing laws and regulations in a region. Processing of fishery products can be developed if there is a role and local government policies. Local government policies can assist small-scale processing activities in overcoming limitations by developing fishery product processing.

One of the ways to develop fishery product processing is the existence of local government policies. Local government policies are interesting to study because they will affect the course of the development of fishery product processing businesses. Therefore, researchers feel the need to conduct research through the Analysis of Local Government Policies in the Development of Fishery Products Processing with a Case Study in Bandung District, West Java, because it has the potential to optimize the development of fishery product processing.

2. METHODOLOGY

This research was conducted in Bandung District. This study was conducted in April 2020 - January 2021. The collection of data and other information related to this research activity conducted observations and interviews with employees of the Department of Food and Fisheries Bandung District and fishery farmers.

2.1 Research methods

The research method used in this research is the case study method. Case study data can be obtained from all parties concerned, in other words, this study was collected from various sources (Nawawi 2003). This type of case study research aims to find out about something in-depth. So in this study, researchers will use the case study method to uncover regarding government policy in the development of fishery product processing in Bandung.

Data and other related information collected from respondents through questionnaires. Questionnaire or a questionnaire which is a technique of collecting data through forms that contain the questions submitted in writing to a person or group of people to get answers or responses and the information required by the researcher (Mardalis 2008).

2.2 Types and Sources of Data

The data used in this study are primary data and secondary data. Primary data is data collected through the first party, which can usually be through interviews, impressions, and other (Arikunto 2013). As for the source of primary data in this study are the fishery farmers and local government officials. While the secondary data is data sources that do not directly provide data to data collectors, for example through others or documents (Sugiyono 2015). Secondary data were obtained from the Department of Food and fisheries Bandung District and Regional Development Planning Board (Bappeda) District Bandung.

The data used in this research is quantitative and qualitative. Qualitative data is data presented in the verbal form of the word is not in numeric form (Muhadjir 1996). Quantitative data is the data type that can be measured or calculated directly, in the form of information or explanation which is indicated by numbers or shaped figures (Sugiyono 2010).

2.3 Data Collection Methods

The technique used in obtaining data from data sources (respondents) used in this study used a purposive sampling method for people who process fishery products as objects of policy and local government officials as policy authorities. The criteria for respondents in the purposive sampling method are knowing local government policies in the development of fishery product processing and being willing to become respondents. Purposive sampling is a sampling technique with a certain consideration (Sugiyono 2012). Samples were taken by the desired criteria, meaning that the technique of taking samples with not based on random, regions or strata, but based on the consideration that focuses on specific goals or techniques for determining sample with some specific considerations that aim that the data obtained will be more representative (Sugiyono 2010). A questionnaire was given to the holders of authority relating to the development of fishery product processing is the government officials in the Department of Food and Fisheries Bandung District and the fishery farmers who meet predetermined criteria.

In this study is meant by taking purposive is that all people who process fishery products in Bandung District and government officials District Bandung has an equal chance to be sampled based on where the location, anyone, anywhere and anytime when encountered, but falls within the criteria which are then used as respondents in this study.

2.4 Data Analysis

The analysis used in this research is descriptive qualitative data analysis. Qualitative descriptive data analysis is used to analyze which describes an overview of local government policies in Bandung District in the development of fishery product processing and to analyze policy recommendations for local governments in making local government policy decisions in developing fishery product processing from the point of view of local government policy authorities and viewpoints. view of the people who process fishery products.

Analysis of the data used in this study using a Soft Systems Methodology approach. Soft system methodology (SSM) is a systematic research process that uses a model system (Checkland 1993). According to Dalkin et al (2018), SSM is a constructivist effort that allows researchers to unravel the complexities of the real world as experienced by stakeholder's interest. The development model of the system is done by extracting unstructured problems, discuss intensively with stakeholders and undertake joint problem-solving. Seven stage in SSM according to Checkland and Scholes in 1990 are:

- (1) Assess the unstructured problems.
- (2) Expressing the problem situation.
- (3) Build a definition of issues relating to the problem situation.
- (4) Building a conceptual model
- (5) Comparing the conceptual model problem situation.
- (6) Establish a viable and desirable changes
- (7) Take remedial action on the issue.

3. THE RESULTS AND DISCUSSION

Soft systems methodology (SSM) is a systematic research process that uses a system model (Checkland 1993). Analysis of Soft System Methodology will provide several forms of policy recommendations regarding the development of fishery product processing in Bandung District, West Java. SSM will provide several forms of local government; efforts to improve policies towards developing processing so that the field of fishery product processing can develop properly. Soft Systems Methodology The analysis carried out in capture fisheries development consists of several stages.

3.1 Outline Situation Problems Not Structured

Issues that are not structured in an object obtained through a form of information through the collection of primary data or secondary data. The collected information will describe some issues of the problems that will bring good shape issues, relationship conflicts, as well as other issues related, so the problem was known and understood.

Unstructured problems obtained through interviews and documents from the study respondents. Based on the information obtained from the respondents which of the group agencies Department of Food and Fisheries Bandung District, fisheries extension and the community processing fishery products explained that the main issues in the activities of the development of fishery product processing is the misalignment fact among the relevant agencies as a maker of policy program and implementing a policy program with growers in Bandung District as an object of the policy program. Explanation details of the program can be seen in Table 1.

Table 1. Government programs

Government programs	Reality	Translation of Program
Program for the optimization of processing and marketing of fishery production	Not to be applied to the fullest	Development of Marketing Processing and Fishery Business Services

(Source: Department of Food and Fisheries Bandung District 2019)

Based on the information obtained from the respondents during the interview, explained that the main problem in the development of fishery product processing activities in Bandung District consists of several aspects. The translation of the problem can be seen in the table below.

Table 2. According to the translation problem Agencies

Issues	Translation of Problems
Technical aspects or Production	Special license for fishery product processing
	Production place / fish processing unit
	Small scale business
	Marketing
Aspects of Human Resources	Technology is still traditional
	Local government policies regarding fisheries development in Bandung District are not well known and understood by the people who process fishery products

Based on information obtained from respondents during interviews, explained that the main problem in the development of fishery product processing activities in Bandung District consists of several aspects.. The translation of the problem can be seen in the table below.

Table 3. Translation Problems Not Structured According to Farmers

issues	Translation of Problems
Technical Aspects and Production	Special license for fishery product processing
	Production place / fish processing unit
	Small scale business
	Marketing
Institutional aspects	Assistance from the government is often not on target.
	Policy programs are ineffective due to uneven distribution of funds
Aspects of Human Resources	Processing actors do not understand policies issued by the government related to fisheries processing
	Many human resources do not understand processing due to lack of training

Based on a structured approach to the problems that do not describe the existing condition. Existing conditions include be-how aspects such as technical and production aspects, institutional aspects, and aspects of human resources.

The technical aspect is one of the processes relating to the development of technical projects. Implementation of the evaluation on this aspect can not provide basic decisions or in other words, there are several other alternative answers. Because of that, they need a similar case study however lies in another location. The success of the results contained in the other place can give a final decision. In fishery product processing development program in the Bandung district note must have been backing fishery product processing development programs in other areas and by the Draft Long term development as well as the National Medium as a reference.

The institutional aspect is one of the important components in an area that has a function or role as an agent for the socialization of planned change that grows from the community and or is initiated by the government or stakeholders related. Not only that, the institutional aspect can also play an important role in the success and sustainability of the development of fisheries product processing development in Bandung district.

Human resources are the most important factor in efforts to improve the quality of society in the development of fishery product processing in Bandung District. Human resources in the development process of fishery product processing are processing entrepreneurs who have an important role so that fishery product processing development programs in the District are well realized, such as socialization, training and counseling carried out by the local government of Bandung District, the Food and Fisheries Service. Human resources are very important to be managed very well because processing entrepreneurs play an active and dominant role in every activity in the fishery product processing development program in Bandung District.

3.2 Situation Problems

Image or picture rich role is to describe the problems that arise in the development of food processing product in Bandung District to make it easier to understand. The method rich picture illustrated shows that the development of fishery product processing activities in Bandung District has not been going well as expected because of the technical and production aspects as well as local government policy programs which are felt to be unevenly.

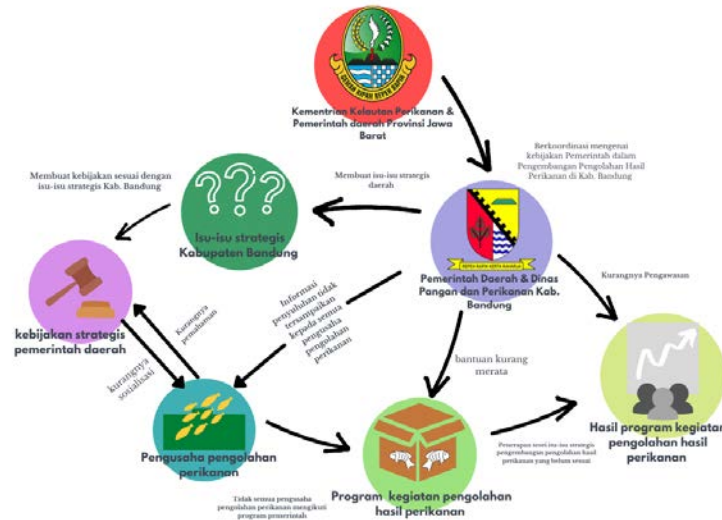


Figure 1. Methods Development of fishery product processing

3.3 The system Defining Relevant

At the stage of defining a system of fishery product processing development activities carried out by using the root definition. Identifying the situation and the parties involved use CATWOE is a way to identify the system. Root definition is statement the brush but not ambiguous, by specifying owners (O), the transformation process (T) of the system to be achieved by the actors (A), the owner of a world view (W), which transforms a process that is meant for the costume (C), and environmental constraints (E) on the transformation of the system, the appropriate limits have been. Element analysis of root definition stated by CATWOE on the development of fishery product processing that does Bandung district government contained in this table.

Table 4. CATWOE analysis on the development of fishery product processing in Bandung.	
Element	Information
C (Customer)	Fish processing entrepreneurs
A (Actor)	Bandung District Government, Department of Food and Fisheries District. Bandung, Extension Fisheries, the Ministry of Maritime Affairs and Fisheries, Government of West Java Province, Fish Processing Entrepreneurs
T (Transformation)	<p>> Procurement of facilities and infrastructure in farming activities</p> <p>> Providing assistance by increasing the scale of providing assistance and assistance more evenly according to the number of fish processing entrepreneurs, such as capital for processing activities.</p> <p>> Conducting socialization of government policy on the development of fish processing, training and counseling more often carried out routinely and intense and thorough in order to be conveyed to all entrepreneurs fish</p> <p>> The process of making business license Fishing (License) or the Business Registry Fisheries (TDUP) for entrepreneurs fish processing small scale made</p> <p>> Improving the quality of human resources in the field of fishery product processing so that the development of fish processing in Bandung can be optimally</p>
W (World-View)	Bandung District Government and employers' fish processing should equally understand the policies in the development of fish processing and cooperate in the implementation of the development of fishery product

	processing by
O (Owner)	Bandung District Government, Department of Food and Fisheries District. Bandung, the Ministry of Maritime Affairs and Fisheries, Government of West Java Province, Extension Fisheries
E (Environment)	Production Sites / Processing Units

3.4 Suggests Conceptual Model System by the definition

The conceptual model used to build models of human thought patterns that correspond to the definition foot who use at least one activity that can serve as an example and drawn by applying system thinking. The conceptual model is built on four stages without reference to the real world, but it is built on the idea/notion researchers based on the theory used and rules are used, so the idea of system thinking becomes important in this stage. A conceptual model is a form of thinking in the form of the theory of situations that occur in the real world that will furnish as the initial solution for the problems that occurred. The conceptual model by the problems in fishery product processing development policy activities in Bandung district not structured to use the analysis of SSM (Soft Systems Methodology). Unstructured problems consist of problem aspects on the technical aspects and production, institutional aspects and human resources aspects.

To propose a conceptual model is built that is by describing activities that must be present to carry out a task which is expressed in the root definition contained in Table 4. Stages of a conceptual model, among others:

1. Root definition formulated by based its elements in the form of tables CATWOE presented in Table 4.
2. In formulating the activities of the conceptual model, the root definition is used as a reference to get recommendations for improvement.
3. Technical and production aspects, institutional aspects, and aspects of human resources in an unstructured problem used to determine the root definition.
4. The conceptual model was made to get the solution of existing problems.
- 5.

Structuring the problem and identification of factors are relevant can be assisted with the conceptual model. The conceptual model to facilitate the planning of the problem. The conceptual model can be a true representation of the phenomenon being studied. The problem can be simplified by reducing the number of properties that should be included with the help of conceptual models, making it easier to focus on essential thing.

The root definition is applied in order to increase the budget for capital for fish processing entrepreneurs, simplify legal administration for fish processing entrepreneurs, socialization regarding local government policies in developing fishery product processing in Bandung District is carried out intensively so that fish processing entrepreneurs know about it and better understand, and Human resources who are competent in the field of fishery product processing are reproduced so that government programs can be implemented properly. This is done in order to increase the production of fishery product processing and make small-scale fish processing entrepreneurs more prosperous.

3.5 Comparing Conceptual Models With Real World

Comparing the conceptual model that has been created with the real world, it is stated in the table shows:

- a. Systematic differences between the real world with the world model,
- b. Issues for further declared to the relevant parties (stakeholders)
- c. Draft action to change the situation, which should be taken of the design changes made to the model

The results compare with a conceptual model of the real world in local government policy in pengembangan perikanan cultivation of engineering and production aspects, institutional aspects, and aspects of human resources in Bandung contained in the table below.

Table 5. Comparison of Conceptual Models of Fishery Product Processing Development in the Real World in Bandung District.

No.	Model Real World	Conceptual Model
1	Lack of marketing scope so that products only circulate in the area around Bandung District.	Improved marketing systems will encourage increased production, either directly or indirectly. This directly occurs because marketing will increase the price at the producer level through lowering marketing costs, while indirectly it causes an expansion of the marketing reach because consumers can receive a set price which in turn will increase

		the amount of consumer demand and the price at the producer level (Mellor, 1967).
2	Promotion of fishery products, which facilitate promotion of fishery products and socialization of fish consumption.	<p>The direction of economic development in West Java is emphasized on increasing business intensification and diversification, processing of products and increasing added value at the farmer level supported by product marketing facilities and community empowerment aimed at realizing food security and food independence.</p> <p>One of the government policies, in this case the Ministry of Marine Affairs and Fisheries, in order to encourage increased consumption of fish is through the national program GEMARIKAN (Gerakan memasyarakatkan makan ikan).</p>
3	Fishery business development and services, which facilitate socialization and fostering of fishery business licensing.	<p>According to the Director of Business and Investment at the Directorate General of PDSPKP, the authority to issue SIUP in the Fish Processing Sector is tiered based on the scale of the business being carried out. Especially for large-scale PMA issued by the Minister of Marine Affairs and Fisheries, Medium-Large-Scale PMDN issued by the Governor, and Micro-small-scale issued by the Regent / Mayor.</p> <p>Regarding the speed of service, ensure that within 5 working days the SIUP for Fish Processing will be issued provided that all requirements have been completed completely.</p>
4	The place of production is carried out at a home scale, so there is a lack of supervision on sanitation and the environment.	<p>This is very possible given that some business actors' mindset is still limited, such as the marketing of this product still relies on traditional markets. Meanwhile, to be able to enter a higher level of the market, it is necessary to improve the technology and production processes that pay more attention to the quality of products that are healthy, attractive and highly competitive.</p> <p>Management and Marketing Optimization Program for Fishery Production Products This program aims to increase the production of hygienic and good quality fish processed products in an effort to encourage an increase in per capita fish consumption per year. Through this program, it is hoped that it can improve people's nutrition through the consumption of quality fishery products. This program is described in the Study of Optimization of Management and Marketing of Fisheries Production.</p>
5	Capital assistance to start / develop a business is not evenly distributed and tends not to be on target because there are too many processing groups	Increase income to increase people's purchasing power and food security through the development of local potential-based economic activities
6	Administrative problems regarding SIUP, due to the lack of detailed information regarding the importance of a business license.	<p>CTF publishes License Sector Fish processing has been based on Standard Industrial Classification of Indonesia (IS-IC), so it has been integrated with the national licensing system</p> <p>in processing, for example, there have been integrated systems of the center and the regions through a system of one single submission (OSS) issuance of the Business License Processing (SIUP).</p> <p>Director General of Strengthening the Competitiveness of Marine and Fishery Products (PDSPKP), Artati Widiarti explained, the service for issuing SIUP for Fish Processing through the OSS system supports the principle of effectiveness and transparency because services are not carried out face-to-face and are free of charge.</p>
7	Many fish processing actors do not know about government policies in developing processing businesses,	Fishery product processing entrepreneurs have an important role in supporting and implementing programs regarding local government policies in the development of fishery

	so that existing programs are not well conveyed	product processing in Bandung District
8	Lack of human resources competent in fisheries processing in Bandung District	Carry out guidance for the community in the form of counseling or education regarding fisheries processing production facilities which have the aim of improving the quality of human resources to be able to realize excellent service, as well as empowering creative and innovative fisheries communities in business development

3.6 Changes systematically

SSM's sixth stage is formulating suggestions the follow for repairs, improvements, and changes in real-world situations. Systematically change is to define and select options to achieve the desired ideal conditions. This improvement is an effort to fix the problems in the development of fishery product processing in Bandung district. Research using the SSM-in is expected to provide a positive change in the community and provide benefits for a longer period. After compares conceptual model to the real world, there are few results to get the expected systemic changes are:

1. Increase the economic value of processed products. This can be done by providing directions regarding the better form of packaging, so that the selling value increases.
2. Fostering modern technological innovations, because in product development it is closely related to production engineering so that equipment engineering and a touch of modern technology are needed.
3. Increase appreciation of traditional products. Because in product development, not only products that go through modern technological processes are the focus of attention, traditional products also need to gain appreciation, so that they have competitiveness with other processed products. Its value can be increased through various means including cleanliness / hygiene, packaging, manufacturing process, and so on
4. Forming qualified and competent human resources, because in creating products that are of interest to consumers, so that indirectly it can create quality and competent human resources.

3.7 Measures to Improve Situation Problems

Problem situations can be improvement in local government policy in the development of fishery product processing. In the table of 15 and 16 who is a conceptual model to describe the steps in the improvement efforts should be made by the Local Government Bandung in policy making regarding the development of fishery product processing. Efforts to repair that can be done is:

1. Increase the economic value of processed products. This can be done by providing directions regarding the better form of packaging, so that the selling value increases.
2. Fostering modern technological innovations, because in product development it is closely related to production engineering so that equipment engineering and a touch of modern technology are needed.
3. Increase appreciation of traditional products. Because in product development, not only products that go through modern technological processes are the focus of attention, traditional products also need to gain appreciation, so that they have competitiveness with other processed products. Its value can be increased through various means including cleanliness / hygiene, packaging, manufacturing process, and so on
4. Forming qualified and competent human resources, because in creating products that are of interest to consumers, so that indirectly it can create quality and competent human resources.

Improvement of economic value is one of the most important factors in influencing the processing of fishery products, fisheries processing is carried out to increase added value to fishery products and serves to preserve fish because they are easily damaged and rotten (Bar, 2015). The benefits of the fisheries processing industry include utilizing fishery products, preserving and maintaining the quality of perishable fishery products and providing added value to fishery products (Yang et al., 2016; Bar, 2015).

4. CONCLUSION

Recommendations for local government policies in the development of fishery product processing in Bandung District include increasing the economic value of processed products, fostering modern technological innovation, because in product development it is closely related to production engineering so that equipment engineering and a touch of modern technology are needed, increasing appreciation of traditional products, mentoring programs for processing businessmen groups and assistance or capital carried out evenly, more frequent socialization of government policies regional and legal administration in detail and carried out routinely, facilitating the making of fishery business licenses that are not burdensome for processing entrepreneurs, as well as training and counseling can be carried out regularly and intensely in order to improve the quality of human resources in the field of fishery product

processing.

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