

Poverty Alleviation through Community Salt (PUGaR) Business Development

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Abstract

The phenomenon of poverty has been going on for a long time in Pidie Jaya Regency, so that the Regional Government has also made various breakthroughs to reduce the poverty rate. The conclusion of the study shows that one of the ways to reduce poverty in Gampong Lancang Paru, Bandar Baru District, Pidie Jaya Regency is done through the Community Salt Business Development (PUGaR). This is done by taking into account the quantity of productivity, quality and continuity of production. During the PUGaR program, the results increased tens of times so that it had the capacity to escape poverty. Then the people's salt business development model is carried out with the old model and the new model. The old model is synonymous with the traditional way, where people carry out salt-making activities by relying on natural resources and existing human resources so that it is still very dependent on the weather or climate and in the old model the production process takes 2 to 4 days for one production so it is inefficient in terms of time and has an impact on the least amount of production so that implications for the total income of only around Rp. 700,000 per month per person. Meanwhile, the new model has the support provided by the government both through regulation and capital so that it can increase income to 3.5 to 4,000,000 per month per person.

Keywords

poverty alleviation; PUGaR; change



I. Introduction

Poverty is part of the problems faced by almost all developing countries in the world, Indonesia is one of the many developing countries experiencing the same thing. One of the root causes of poverty problems in Indonesia in general and in Aceh in particular is due to the high disparity between regions due to unequal distribution of income, so that the gap between the rich and the poor is widening. Even though the government always makes various efforts to reduce poverty from year to year, the number of poor people also does not experience a significant decline, although data in BPS shows a tendency to decrease in population, but qualitatively has not had an impact on real change, in fact the condition is getting worse from year to year.

According to Soekanto (2012) poverty is "a condition where a person is unable to maintain himself in accordance with the standard of life of the group and is also unable to utilize mental and physical energy in the group". Statistics Indonesia (BPS) measures poverty using the concept of the ability to meet basic needs. This approach views poverty as an economic inability to meet basic food and non-food needs measured in terms of expenditure. Thus the poor have an average monthly expenditure per capita below the poverty line. The Poverty Line (GK) is the sum of the Food Poverty Line (GKM) and the Non-Food Poverty Line (GKNM).

The variation of poverty in developing countries is caused by several factors: First; Geographical differences, population and income level. Second; Historical differences, partly colonized by different countries. Third; The difference between the wealth of natural resources and the quality of human resources. Fourth; Differences in the role of the private and state sectors. Fifth; Different industrial structures. Sixth; The difference in the degree of dependence on the economic and political power of other countries and the seventh; Differences in the distribution of power, political structure and domestic institutions. (Todaro in Ismail, 2020)

Aceh is one of the provinces in Indonesia that has poverty problems, and Pidie Jaya is one of the districts in the Aceh Province which is ranked fourth poorest based on data from the Central Statistics Agency (BPS). The data itself is still in doubt as well as questionable for its accuracy and validity by the Regional Government of Pidie Jaya Regency, and it is suspected that the data source was taken from the number of recipients of social assistance such as Rastra, or the Family Hope Program (PKH). If that is the source, it would be inversely proportional to the social realities of life of the Pidie Jaya community today. Therefore, in addressing the poverty data issue, The Regional Government of Pidie Jaya Regency puts forward real data collection by involving all elements of government from the District Work Unit (SKPK) to the keuchik (village head) to restore the measured accuracy of the data to the actual social conditions of 222 villages in the Pidie Jaya area. Through these efforts, it is hoped that it can produce representative data in accordance with the facts.

The phenomenon of poverty has indeed been going on for a long time in Pidie Jaya Regency as a division area, so that various efforts have been made to overcome it, but until now there are still members of the community who live below the poverty line. Poverty is the focus of attention for the Pidie Jaya Regency Government, because the problem of poverty is considered very complex and multidimensional. The Regional Government of Pidie Jaya Regency has also made various breakthroughs in reducing the poverty rate both qualitatively and quantitatively through the construction of road and bridge infrastructure, improving the quality of education, and developing various community businesses.

Various programs and policies have been made by the Pidie Jaya District Government in reducing poverty by prioritizing natural resources based on local wisdom. Pidie Jaya is famous for its natural resources such as the sea. Marine resources alone consist of renewable resources, such as fisheries (capture and aquaculture), mangroves, coral reefs, seagrass beds, mineral seawater and deep sea water, wave energy, tides, wind and OTEC (OceanThermal Energy Conversion). Then non-renewable resources such as oil and gas resources and various types of minerals. Both of these resources have opportunities and potential for development, especially in the use of deep sea water, as the people's salt industry.

One of the fisheries and marine resources that have considerable economic potential is the salt industry. The salt industry can help improve the people's economy. In addition, salt is also a food supporting commodity that is needed by almost all people for the benefit of health from generation to generation. However, the life of salt farmers in Pidie Jaya is still in a marginalized condition. Many salt farmers cannot survive with their salt business and some even leave their businesses and move to other businesses.

In fact, from an economic point of view, the potential for self-sufficiency in salt is actually quite high to be realized. Based on data from the KKP (2014), the people's salt production in 2013 was 1,319,607 tonnes. This amount is sufficient for the national consumption of salt, which reaches 1,242,170 tons. However, successfully implemented salt self-sufficiency has no impact on the welfare of the salt farming community. The salt business in Pidie Jaya has actually been going on for a long time, before Indonesia's independence.

Issues of poverty and inequality are interrelated with limitations in all respects to access from available resources, so then the discussion about poverty becomes very varied and not solely viewed from an economic standpoint, and each expert will give a different review. By Levitan (1980) in Warsono et al (2011) provide an opinion that poverty as a lack of goods and services needed to achieve a decent standard of living. Then in another part according to Schiller (1979) poverty is the inability to get goods and services that are adequate to meet limited social needs. (Ningrum, 2020)

Poverty for the people of Pidie Jaya is not just an economic problem, but rather is the end result of the interaction of social, economic, political and cultural factors. To overcome this problem, an empowerment process is needed. With empowerment, it will be able to form a strength that allows people to survive and develop themselves independently. Community empowerment is a process and an effort to increase the capabilities and strengths of weak communities so that they can identify, analyze, determine the needs and potentials and problems faced and choose alternative solutions by optimizing their resources and potential independently.

One of the government's efforts in community development is through the PUGaR program. This program originated from the problem of the condition of the national salt where the production is not sufficient for the national salt needs, the quality of the salt produced is also low which results in low income for salt farmers. The PUGaR program is one of the strategies launched by the Ministry of Marine Affairs and Fisheries through the local Marine and Fisheries Service to increase the quantity and quality of people's salt. This encourages the need to study more deeply the community empowerment strategy through the PUGaR program at the Maritime Affairs and Fisheries Office of Pidie Jaya Regency.

The PUGaR program began to be implemented in 2018 in Pidie Jaya Regency which has a land area of 36 hectares with 6 to 7 groups of salt farmers. After running the second year, PUGaR implementation in Pidie Jaya Regency continues to develop this business by providing 194 hectares of land with 186 farmers. . This indicates the increasing interest of coastal communities to develop salt businesses so that the increase in salt production can increase significantly as well as part of community empowerment efforts in poverty alleviation.

Through the People's Salt Business Development (PUGaR) program in Pidie Jaya district, it is hoped that it can increase people's salt production with good quality so that the basic price of salt set by the government can be achieved, so that salt business can become a viable business and can improve the welfare of salt farmers and have implications practical on poverty reduction. Pidie Jaya District is one of the two districts in Aceh Province that received PUGaR Program assistance from the central government to improve the welfare of coastal communities. In the future, the PUGaR program is expected to be able to increase the production and income of salt farmers in particular, as well as open job opportunities for coastal communities.

II. Review of Literatures

2.1 PUGaR Development Concepts

The targets to be achieved from the PUGaR activities include (1) meeting the needs of salt for consumption in 2012; (2) fulfillment of industrial salt in 2015; (3) increasing the competitiveness of the people's salt production to relieve dependence on imported salt; (4) the establishment of business institutions capable of fighting for the interests of the salt farming community. As for what is used as an indicator for the development of the people's salt business includes the Output Indicator. The output indicators for the success of the

Community Salt Business Development Program (PUGaR) are assessed from: (a) The achievement of the target of people's salt production in accordance with the Main Performance Indicator (IKU) target of the Ministry of Marine Affairs and Fisheries (KKP) of 3,300,000 tons; (b) Increasing the quality of people's salt with geoisolator technology and / or Ulif Filter Technology (TUF) with a target of 60% KPI;

Meanwhile, the indicators for the success of the Community Salt Business Development Program (PUGaR) consist of: (a) Salt Farmers Exchange Rate Index (INTPG) above 100; (b) The People's Salt Business Group (KUGAR) towards an institution that is a legal entity. With regard to the types of facilities and infrastructure assistance, the Community Salt Business Development Program (PUGaR) consists of: (a) Geoisolators, (b) Equipment and machines, including: windmills, soil compactors, water pumps, boiling equipment, and other equipment / machines. relevant, (c) Warehouses (construction and / or rehabilitation), and (d) Infrastructure (production roads / bridges, irrigation and salt pond networks).

The criteria for prospective recipients of PUGaR Program assistance include: (a) The beneficiaries are the Salt Business Group (KUGaR) which owns land in one stretch with a land area of about 10 hectares or more; (b) Priority assistance for KUGAR who is willing and committed to manage the stretch of land with drainage arrangement, old water purification ponds, old water storage ponds (bousse), screw compartments and crystallization tables according to the group site plan; (c) The maximum amount of geo-isolator assistance provided to KUGAR is 20% of the land; (d) KUGAR (People's Salt Business Group) is willing to process or adjust the salt table according to the Geoisolator received; (e) Membership of KUGAR (People's Salt Business Group) may consist of owners, owners of cultivators, and / or tenants with at least 5 (five) members; (f) KUGAR (People's Salt Business Group) bound in a land management group unit for at least 5 (five) years as evidenced by a letter of agreement of the group known to the village head and local district / city office; (g) KUGAR (People's Salt Business Group) is available to provide correct data, information and / or information to assistants / district / city offices and supervisory apparatus both internal and external; (h) KUGAR (People's Salt Business Group) is willing to sign the Minutes of Handover (BAST) assistance with PPK; (i) The membership period of KUGAR (People's Salt Business Group) is at least 5 years, as evidenced by a letter of commitment on a stamp duty acknowledged by the local regency / city office; (j) Members of KUGAR (Community Salt Business Group) as tenants of tenants for at least 5 (five) years, as evidenced by the acknowledgment of the Village Head with a lease agreement; (k) Members of KUGAR (People's Salt Business Group) domiciled in the area of the salt land area as evidenced by a family card, KTP or Domicile Certificate from the head of the local village / kelurahan; (l) Members of KUGAR (People's Salt Business Group) who are domiciled in other areas / villages, are required to include a certificate from the local village head / village head stating that they are the owner, owner of the cultivator or tenant of the cultivator who is conducting his business, with the knowledge of the local district / city office. ; (m) KUGAR (People's Salt Business Group) may not transfer the facilities and infrastructure assistance as outlined in the statement letter.

Determination of recipients of PUGaR Program assistance through the following stages: (a) KUGAR (Community Salt Business Group) is identified by technical assistants, selected and verified by district / city offices assisted by the Coordination and Consolidation team; (b) The results of the verification are written in an official report and proposed to the director general as the power user of the budget (KPA) to be designated as a group of beneficiaries, which contains at least: group name, group member name, KTP number, gender, village address / sub-district, position in the group, land area and location of the land

being managed; (c) The Director General submits the group assignment to the regency / city office with a provincial office ransom, and reports to the Minister of Marine Affairs and Fisheries.

2.2 Theory of Social Change

As a social being, humans always carry out various activities simultaneously with other humans. In carrying out activities, there is a tendency for social change to occur. Social changes will continue as long as there is still interaction between humans and between communities. Social change occurs because of changes in the elements that maintain the balance of society, such as changes in geographical, biological, economic and cultural elements. These changes were made to adapt to the times.

In social life, there is always a process of social change in other words, social change is a symptom inherent in every community life. This can be seen from the life that occurs in the Acehese community in Pidie Jaya, where in the past in the family life the husband was the backbone and had a dominant position in various affairs in the household, including also in the family economy, so that when the husband did not work then a family in the economy will experience difficulties. Meanwhile, in today's modern society the position of a husband is not too dominant because the wife also has the same role.

The social changes that occur in society are known by comparing the state of society at a certain time with conditions in the past. These changes occur in society so that it will cause a mismatch between the elements that exist in society. Thus it will change the structure and function of certain social elements of society. These changes can be slow or can happen quickly. In rural communities, the process of social change is usually slow and takes a long time. Social changes that occur regarding social values, social norms, organizational behavior patterns, the composition of social institutions, layers in society, power and authority, social interactions and so on.

According Soekanto in Ismail (2020) social change refers to changes in social aspects, community governance, and group behavior patterns. One example of social change is the increasing number of formal community institutions. For example various organizations ranging from government organizations, to social gathering organizations, are now becoming more formal, with a more rational pattern of relations. This is different from social organizations in the past, which are more informal by using emotional relationships.

Change can be known, if a comparison is made, which means examining the condition of a society at a certain time and then comparing it with the condition of a society at a certain time and then comparing it with the community in the past. The process of change in society occurs because humans are creatures who think and work. Besides always always improving their destiny and getting a decent job for them, changing societies also desire to adapt themselves to their environmental conditions such as social, economic, cultural, technological, and so on.

According to the opinion expressed by Sukowati (2011) social change is "the process by which changes in the structure and function of a social system occur. These changes occur as a result of the entry of reform ideas adopted by members of the social system concerned. While Moore in Sukowati (2011: 7) defines social change as "part of cultural change. Because changes in culture include all parts which include art, science, technology, philosophy and so on ". According to the opinion expressed by Soekanto (2012) social change is "All changes in social institutions in a society, which affect the social system, including values, attitudes and patterns of behavior among groups in society".

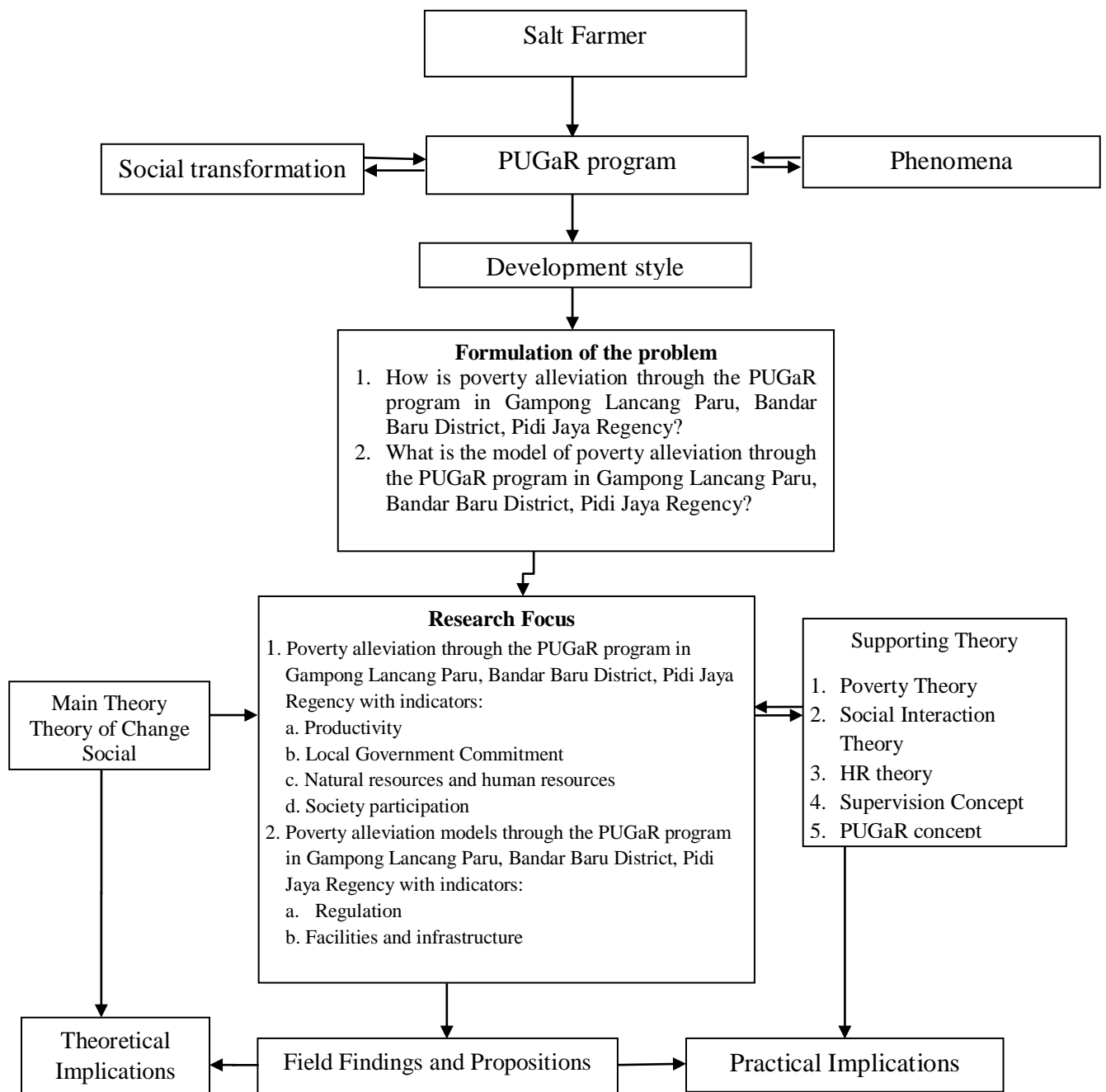
William in Soekanto (2012) states "The scope of social change includes both material and immaterial cultural elements, which emphasizes the great influence of material cultural

elements on immaterial elements". In everyday life it is not easy to determine the location of the dividing line between social change and cultural change, because no society has no culture and vice versa, there is no culture that is not incarnate in a society, so even though theoretically and analyzing the separation between these meanings can be formulated. However, in real life the dividing line is difficult to describe. Therefore, the tendency for social change to occur as a natural phenomenon will arise from the association of human life in society.

2.3 Poverty Theory

Poverty is no longer considered only as an economic dimension but has expanded to social, health, education and political dimensions. According to the Central Statistics Agency, poverty is the inability to meet the minimum standard of basic needs which includes food and non-food needs. According to UNDP in Suharto (2007) poverty is the inability to expand life choices, among others by including an assessment of the absence of participation in public policy making as an indicator of poverty. Cloward in Suharto (2007) suggests that poverty is conceptually related to: (1) Material shortages, poverty describes the scarcity of materials or goods needed in daily life such as food, clothing and housing. Poverty in this sense is understood as a situation of difficulty faced by people in obtaining goods which are basic necessities; (2) Lack of adequate income and wealth. The meaning of adequate here is often associated with standards or poverty lines which differ from one country to another and even from one community to another within a country; and (3) Difficulty meeting social needs, including social exclusion, dependence and inability to participate in society. Poverty in this sense is understood as a situation of scarcity of social services and low accessibility of social service institutions, such as educational, health and information institutions. The meaning of adequate here is often associated with standards or poverty lines which differ from one country to another and even from one community to another within a country; and (3) Difficulty meeting social needs, including social exclusion, dependence and inability to participate in society. Poverty in this sense is understood as a situation of scarcity of social services and the low accessibility of social service institutions, such as educational, health and information institutions. The meaning of adequate here is often associated with standards or poverty lines which differ from one country to another and even from one community to another within a country; and (3) Difficulty meeting social needs, including social exclusion, dependence and inability to participate in society. Poverty in this sense is understood as a situation of scarcity of social services and low accessibility of social service institutions, such as educational, health and information institutions. and inability to participate in society. Poverty in this sense is understood as a situation of scarcity of social services and low accessibility of social service institutions, such as educational, health and information institutions. and inability to participate in society. Poverty in this sense is understood as a situation of scarcity of social services and low accessibility of social service institutions, such as educational, health and information institutions.

Supriatna (2000) proposes three basic program strategies aimed at helping the poor, namely: (1) Assistance is distributed to places where the majority of the poor live, through integrated village development programs or service production projects oriented towards villagers; (2) Assistance is focused on overcoming defects in the standard of living of poor people through basic human needs programs; and (3) Assistance is focused on groups with the same socio-economic characteristics that encourage or maintain them to continue to wallow in the cycle of poverty through projects designed for specific communities.



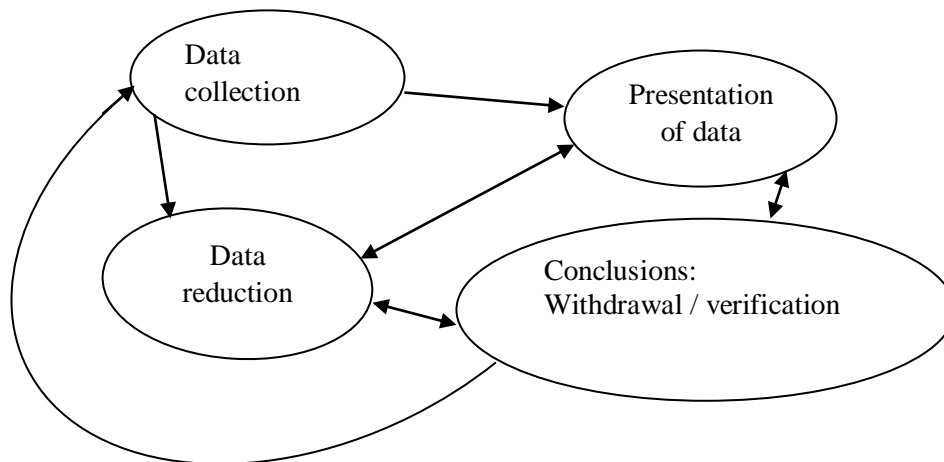
Source: Research results processed 2020.

Figure 1. Research Conceptual Framework

III. Research Methods

Based on the formulation of the problem and research objectives that have been set in the previous chapter, to solve this problem the researcher uses a qualitative approach, because through a qualitative approach the researcher wants to describe in depth the social realities and facts related to poverty alleviation through the development of people's salt business (PUGaR). in Lancang Paru Village, Bandar Baru District, Pidie Jaya Regency. Qualitative approach as an alternative, means that the problem-solving product uses data that is stated verbally and the classification is theoretical, not processed through mathematical calculations with various statistical formulas.

Miles and Huberman (2007: 20) in picture 3.1 the following.



Source: Miles and Huberman (2007: 19).

Figure 2. Miles and Huberman's interactive data analysis techniques

IV. Discussion

Pidie Jaya Regency is one of the newly formed districts located in the province of Aceh, with the district capital of Meureudu City. This regency was formed based on Law Number 7 of 2007 to be precise on January 2, 2007, based on letter Number SV.03.01 / 596E-PD / V / 2008 regarding the correction of the area of Pidie Jaya Regency, that the total area of Pidie Jaya is 1,162.84 km² which which consists of a land area of 952.0 km² (95,210.99 Ha based on GIS) and a sea area of 210.84 km².

Table 1. Social change in poverty alleviation through the PUGaR program in Gampong Lancang Paru, Bandar Baru District, Pidi Jaya Regency

No.	Description	Usually	Social transformation
1	Community knowledge system	Society works by predicting climate	There was a social change in the salt farmer's knowledge system, making the climate unpredictable.
2	Equipment and technology used	Relying on available facilities	Even though there have been changes, some of the old equipment is still being used.
3	Its nature	Traditionally, it requires a lot of energy by involving all family members.	There are modifications in the production of salt, but the old method is also not eliminated.
4	Type of production and how to produce	The majority of drying salt and a little cooking salt, limited use of firewood.	There are changes in the type of salt produced and how it is produced.
5	The length of the salt production process	2 to 4 days and highly dependent on climate or weather.	The change is to save production time.
6	Salt Farmers' Capital	Own capital and loans.	From own capital, it develops with the support from the government.
7	Production quantity	a little	There is a change in the number of output.

8	Quality of production	The color is clear	There are changes and differences in the quality of the production.
9	Salt Farmer Income	Around 700,000 per month per person.	There is a change in the income level of salt farmers. 3.5 to 4,000,000 per month per person.
10	Target Market	Consumption for the area around where he lives.	There is market expansion but it has not yet been able to meet industrial needs.

Source: Research results processed 2020.

Table 2. Existing Model

Problem	Focus	Indicator	Findings	Proposition
1. How is poverty alleviation through the PUGaR program in the village of Lancang Paru, Bandar Baru District, Pidie Jaya Regency?	1. Poverty alleviation through the PUGaR program	1. Productivity 2. Local Government Commitment 3. Natural Resources and Human Resources 4. Community Participation	<p>Finding 1 Before the PUGaR program, the amount of salt production was limited only to the surrounding community and was still conducting barter transactions.</p> <p>Finding 2 After the PUGaR program, the amount of production increased and was accompanied by an increase in people's income.</p> <p>Finding 3 The commitment of the Regional Government can accelerate poverty alleviation through the PUGaR program and ensure the continuity of salt production due to guidance, monitoring and evaluation.</p> <p>Finding 4 Poverty alleviation through the development of people's salt business is not enough to rely on natural resources alone, but needs to balance with human resources.</p> <p>Finding 5 The improvement of human resources for PUGaR group members is carried out through education and training as well as counseling and assistance.</p>	<p>Proposition 1 Poverty alleviation through the PUGaR program is carried out by prioritizing productivity, local government commitment to support natural resources and human resources and community participation in the PUGaR group.</p>

			Finding 6 Community participation in the PUGaR group can accelerate poverty alleviation.	
2. What is the model of poverty alleviation through the PUGaR program in the village of Lancang Paru, Bandar Baru District, Pidie Jaya Regency?	2. Poverty alleviation model through the PUGaR program	1. Regulation 2. Facilities and infrastructure	Finding 7 Regulation is a model for poverty alleviation through the PUGaR program. Finding 8 The facilities and infrastructure owned by the PUGaR group become a model for poverty alleviation.	Proposition 2 Poverty alleviation through Community Salt Business Development based on regulation and use of facilities and infrastructure
Major's Proposition Poverty alleviation through the PUGaR program is carried out by increasing productivity, the presence of local government commitment, the use of natural resources that have not been accompanied by the use of human resources, the existence of community participation as well as supported by regulations as well as facilities and infrastructure.				

V. Conclusion

Peradication of poverty in Gampong Lancang Paru, Bandar Baru District, Pidie Jaya Regency done through Community Salt Business Development(PUGaR). This is done with due attentionProductivity, Local Government Commitment, Natural Resources and Human Resources and Community Participation. With regard to productivity, prior to the PUGaR program, the amount of salt production was limited to the surrounding community and was still conducting barter transactions. After the PUGaR program, the amount of production increased and was accompanied by an increase in people's income. During the PUGaR program the results have increased tens of fold and the production process is carried out by the people who are members of the PUGaR group.through a combination of the old method and the new way without completely eliminating the traditional characteristics. Meanwhile, community members who do not join the PUGaR group still adhere to the traditional system and the quantity of production is still limited. Prior to the PUGaR program, the people of Gampong Lancang Paru had been carrying out salt production activities as their main livelihood to fulfill their primary needs because the amount of salt production was limited to their own people. However, after the birth of the Community Salt Business Development (PUGaR) program in Lancang Paru Village, now it has become a job opportunity to improve welfare and improve the status of poverty. Through the PUGaR Program, there is an effort to increase income because the amount of salt produced increases day by day, so that it has the capacity to escape poverty. This is possible when the people of Gampong Lancang Paru have an asset and are able to control the market in accordance with the distribution channels that have been done so far, it seems that the

community is getting more prosperous. Then there is the commitment of the Regional Government to accelerate poverty alleviation through the PUGaR program and ensure the continuity of salt production because of the guidance, monitoring and evaluation as well as the quality of the salt produced is also better in terms of color and taste. In terms of color, it used to be a bit clear but now it's white and the taste is generally the same. Poverty alleviation through the development of people's salt business is not enough to rely solely on natural resources, but needs to balance with human resources. So it is necessary to increase the human resources of the PUGaR group members through education and training as well as counseling and mentoring. Furthermore, related to community participation, production is more guaranteed during the PUGaR program because of the community Gampong Presumptuous, the activity of making salt has a business point of association, no longer limited to meeting the basic needs of the work done. Community participation in the PUGaR group can accelerate poverty alleviation.

Poverty alleviation model through the PUGaR program in Gampong Lancang Paru, Bandar Baru District, Pidie Jaya Regency carried out by prioritizing regulations and facilities and infrastructure. With the existence of regulations from the government, both the Central, Provincial and District Governments of Pidie Jaya on poverty alleviation through the PUGaR program can make it easier for the community Gampong Lancang Paru in developing its business because there is financial assistance, assistance for facilities and infrastructure as well as technical assistance as well as helping in marketing production products. Then the regulation can make it easier for the community Gampong Lancang Lancang still works on salt production activities keep using some of the old equipment, but it's just that there are the addition of a lot of cooking containers and firewood for cooking large amounts of salt as well as the sowing of salt seeds to increase production. Then with regard to facilities and infrastructure as a new method, we have started to use good and wide water reservoirs in the process of making salt. Water is no longer transported using jerry cans, but seawater is flowed to a place that has been prepared with a larger size and has started using a split drum and plate. The new model also cannot be called a modern way of making salt, but still semi modern. The need for firewood use is also getting bigger due to the salt produced by cooking, so that in the process it can save time, which only takes 6 to 7 hours in production and the results are many, at the same time correlating with the increased level of income, if previously it was only around 700.0000 alone, with the new model being 3.5 to 4,000,000 per month per person. Because the production has been able to meet the salt consumption of the people throughout Aceh, so there is no need to import it anymore. However there are a few obstacles with regard to Community human resources Gampong Presumptuous Lung in terms of marketing of products.

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