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## KAMPUNG BAHARI NUSANTARA AS AN ALTERNATIVE FOR MULTI-SECTOR DEVELOPMENT OF A VILLAGE

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### ABSTRACT

*Kampung Bahari Nusantara* is a village that can serve as a form of unity between the Indonesian Army and the coastal communities to support the Indonesian Navy's task of developing maritime potential. Maritime potential development activities are carried out independently or with support from the government or non-ministerial government institutions, as well as other components of the nation, in order to realize the maritime defense power. These activities strengthen the maritime defense in facing threats, disturbances, obstacles, and challenges, including the development of sea dimension strength, and assists the government in preparing national potential by fostering demographic geography and social conditions. This research on the participation of the Lamongan Coastal Community was carried out using qualitative research methods with direct and indirect sources from various writings. This research utilizes a naturalistic method as it is carried out in a natural setting and is based on the experience research subjects.

**KEYWORDS:** Kampung Bahari Nusantara, Community Empowerment, Coastal Communities

### INTRODUCTION

Indonesia is the largest archipelagic country in the world, with a sea area of approximately 3.1 million km. It also has the authority to utilize an Exclusive Economic Zone (EEZ), which covers an area of 2.7 million km<sup>2</sup> that allows activities such as exploration, exploitation, and management of living and non-living resources, research, and establishment of jurisdiction to construct installations and artificial islands. Indonesia also has inland water resources from rivers, reservoirs, and swamps, which take up to 141,690 ha. Currently, the water bodies on sea and land are still not contributing to increasing the national GDP as expected and are still managed less environmentally friendly.

Coastal areas, including their natural resources, have an essential role in Indonesia's economic development. The marine and coastal areas have a significant value and importance to the Indonesian people, both socio-economically and biophysically. Socio-economically, the coastal and marine areas have an essential value as 120 million (50%) of Indonesia's population live in coastal areas (with an average growth of 2% per year). Additionally, most Indonesian provincial cities and regencies are located in coastal areas. Biophysically, Indonesia's coastal and marine areas have great significance as the country has the longest coastline in the world after Canada (about 81,000 km).

According to Sevilla et al. (2019), coastal development results from human activity altering the landscape along the coast. This development includes the construction of buildings for protection, commerce, communication, or recreation on or near the coast. These infrastructures provide support for social and economic activity that can have an impact on the coastal environment, either positively or negatively. Celliers (2016) suggested that coastal and marine areas are responsible for supporting various human activities such as merchant shipping that support energy supply (ferries, container ships, cargo ships, gas tankers, oil tankers), coastal mining activities, tourism, urbanization, catchments or fisheries, and exploitation of marine genetic resources that generates the region's economy. However, unregulated human activities contribute greatly to climate change, environmental degradation, and extinction of marine habitats. These unregulated activities may cause water pollution, contamination from sea transportation, mining, harbor, port operation, and illegal dumping. Other than man-made threats, coastal areas are also prone to natural disasters such as earthquakes, tsunamis, rip currents, tidal waves, rockfall, erosion, and topographic and land-use changes (Wibowo et al., 2022).

To overcome these challenges, many experts and stakeholders have issued several recommendations to reduce the negative impact and manage marine and coastal environments effectively. Some of them include the need for thorough planning and knowledge of marine resources and areas, utilizing technology to obtain precise data on potential risks and hazards so stakeholders can establish preventive measures, and the need for a relevant legal framework. These recommendations are expected to support coastal areas to become sustainable regions. A coastal area could be deemed sustainable once it achieves good and stable development in three intersecting sectors: economic, social, and ecological (Jiménez-Illescas et al., 2019). The sustainability of the coastal area could also be determined through the five parameters or the "5 Ps" of sustainability as suggested by the United Nations (Mustafa et al., 2021). These five elements are people, prosperity, peace, partnership, and the planet.

### **What is the Nusantara Maritime Village?**

Law (No). 27 of 2007 regulates planning, utilization, supervision, and control activities on human interaction in utilizing coastal and small island resources and ensures sustainable natural processes to improve the welfare of the community and maintain the integrity of the Unitary State of the Republic of Indonesia. The management of coastal zones and small islands must be carried out by integrating activities between the central government and the regional governments, sectors, businesses, and the community. This management also requires integrating land ecosystems, marine ecosystems, and the relationship between science and management principles. The

government and related parties have made various efforts to overcome various problems faced by coastal communities. This effort is made through the involvement of the Indonesian National Army, specifically the Indonesian Navy, to overcome problems and improve the quality of life of coastal communities through the Kampung Bahari Nusantara program.

The Kampung Bahari Nusantara program aims to create a village that can become a platform of unity between the Indonesian National Army and the community in order to support the implementation of the Navy's Maritime Potential Management to develop the maritime area's potential, which includes education, economy, tourism, health, and defense. Kampung Bahari Nusantara is implemented through the synergy of the Indonesian Navy with regional governments and corporate partners through Corporate Social Responsibility funds. Low levels of education, poor public health, and the ability of coastal communities to act as a force for maritime defense are requirements of coastal villages to be utilized as Kampung Bahari Nusantara.

Five main clusters can be optimized through community empowerment as a supporting component in supporting the national defense. These five clusters are divided into defense clusters organized through various activities to improve community empowerment. First is the economic cluster, organized through community economic development and assistance. Next are the improvement of education clusters by implementing smart homes, which can increase public knowledge related to activities, technology, and nationalism. Health clusters can be managed by improving the quality of public health. Lastly, tourism clusters can be improved by forming villages that can be operated as tourism destinations by maintaining both natural and artificial resources. The following is a description of each problem faced in Indonesian maritime villages and how the concept of Kampung Bahari Nusantara can solve those problems.

### **Concept of Development**

*Development* can be defined as all efforts made to improve the welfare of life for both individuals and their community. In short, development is all sustainable efforts aimed at improving the people's and the nation's lives towards a better condition. *Development* comes in various dimensions, physical and non-physical (spiritual), as well as its processes and purposes. The term development can also be linked to economic, political, socio-cultural, and other fields. Welfare is not only the fulfillment of primary necessities, which include clothing, food, and housing but also the fulfillment of other human values:

1. Self-sufficiency. The ability of a community to fulfill all its basic necessities, including clothing, food, shelter, health, security, basic education, recreation/entertainment, and others. Self-sufficiency can increase a community's confidence as it can live independently and not depend on other parties. This independency helps the community to avoid various pressures and oppression by other parties.
2. Self-esteem concerns the importance of self-confidence to avoid being exploited or subjected to oppression by others.
3. Freedom. When a community is free from fear and outside pressure, it can realize its resources' full potential in an attempt to continuously raise the welfare of each individual and the entire society.

Therefore, development encompasses all conscious, planned, and continuous efforts carried out by the government and its citizens or communities facilitated by the government. This development is supported by the utilization of selected technology to solve current and future problems to achieve a better quality of life or welfare for all citizens who contributed to the development (Mardikanto, 2009).

### **Community Empowerment: A Concept or Goal to Achieve?**

*Empowerment* could be defined as the act or process of granting someone or something the power, right, or authority to perform various acts or duties or the condition of having the ability, right, or authority to do something (Merriam-Webster, n.d.). According to Steiner and Farmer (2017), empowered communities can engage and participate in regional initiatives that are important to their society. Additionally, they will acquire solid social relationships, a sense of belonging, and continuous community skills that increase their ability to participate in and support local democracy. Therefore, it is critical to empower communities in social, economic, and ecological development to mitigate climate change and realize sustainable development goals (Coy et al., 2021). The concept of empowerment begins with strengthening social capital in the community. If we already have social capital in the form of trust, adherence to the law, and a powerful network, it will be easier for us to direct and regulate the community and efficiently transfer knowledge to them. By having strong social capital, we will strengthen society's knowledge, capital, and people. This concept implies that community empowerment is the transfer of power through strengthening the social capital to create a productive society and achieve social welfare. A solid social capital will ensure sustainability in building a sense of trust in the community, especially among group members.

Society is a structural phenomenon in which its nature affects how people act, think, and feel. However, if we look at these structures closely, it is evident that they contrast with the physical qualities of the external world and rely on the regularity of social reproduction. Society only affects people as the structure is produced and reproduced in what they do. Therefore, community development has a logical and epistemological basis in individuals' social obligations towards communities that develop their talents.

Community development is an effort to increase a community's participation and sense of belonging towards the implementation of community empowerment programs. Empowerment refers to vulnerable groups' ability to access various productive resources and participation in the development process and decisions that affect them. On a national scale, to face the ongoing challenges of development, the concept of the state or nation must be used as the basis for carrying out various reforms whose ultimate goal is the realization of a prosperous society.

A characteristic of community-centered development is the initiative and decision-making process to meet the community's needs gradually. This initiative must gradually stem from the community itself. The primary goal of community-centered development is to improve the capacity of the community to organize and manage its resources to meet its needs. The approach taken is to tolerate flexible local variables by adjusting the conditions of the local community. In addition, it emphasizes an interactive and collaborative social learning process between the bureaucracy and the community, starting from the planning process to project evaluation. All of

these processes are based on mutual learning, and the establishment of networking between the bureaucracy and non-governmental organizations, including community organizations, is an integral part of the approach.

According to Wilson (1996), there are seven stages in the community empowerment cycle, including:

1. The desire of the community itself to change for the better.
2. Individuals in the community are expected to be able to let go of obstacles or factors that are resistant to supporting the advancement within themselves and their community.
3. Individuals in the community are expected to have received additional freedom and built a sense of responsibility to develop themselves and their community.
4. Efforts to develop broader roles and limits of responsibility. This effort is also related to one's interest and motivation to perform a better job.
5. The tangible results of empowerment in the early stages come from how a greater sense of belonging influences better outcomes.
6. A change in an individual's behavior and impression of oneself, where success in improving performance can increase psychological feelings above the previous one.
7. People who have succeeded in empowering themselves feel challenged to make more significant efforts to obtain better results. This empowerment cycle describes the process of how individuals and communities put efforts towards the journey of obtaining higher jobs, achievement, and self-satisfaction.

Adedokun et al. (2010) described that effective communication would lead to the active participation of community members in community development. He also stated that when the community engages in communication strategies, they see themselves as a development initiator rather than the beneficiary. Based on these findings, it is recommended that community leaders, as well as community development agencies, should engage in transparent communication so that they can request the participation of community members in development issues.

### **Poverty and the Reality of Life for Coastal Communities**

Coastal communities are groups of people who live in the coastal area, where the source of their economic activity depends directly on the utilization of marine and coastal resources. They consist of owners, fishers, workers, marine cultivators, fish traders, fish processors, and suppliers of fishery production facilities. In the non-fishery sector, the coastal villagers work in transportation services. Coastal communities have their own characteristics, different from people in rural or urban areas (Rizki, 2012).

Lewaherilla (2002) stated that coastal communities are people living together in coastal areas and fulfilling their necessities from the resources found in the coastal areas of the sea. This location relates to the local's occupations that rely on the natural resources available or offer environmental services, such as fishermen, fish cultivators, and owners or workers of the maritime industry. Coastal communities dominated by fishing businesses are generally still at the poverty line. They have no choice of occupation, have low levels of education, and do not know and are unaware of the sustainability of natural resources and the environment.

Communities that inhabit coastal areas are social, economic, ecological, and cultural

entities living on the land and sea boundary. Therefore, they have developed certain lifestyles, behaviors, and characteristics different from communities living in other areas. These coastal communities are the hosts of the coastal areas where they settle. They are the main actors in the marine economy and fisheries development, as well as creating a coastal culture in their areas. Coastal communities are famous for their tough characters as their lifestyle is very dependent on gathering resources from nature.

*Poverty* is a broad concept, ranging from the inability to meet one's primary necessities and improve one's situation and the lack of business opportunities to a broader understanding that includes social and moral aspects. BAPPENAS (2004) defines *poverty* as a condition in which an individual (men and women) or group of people cannot fulfill their primary necessities to maintain and develop an adequate living. The fundamental rights of people living in rural areas include the fulfillment of the needs for food, health, education, work, housing, clean water, access and availability to natural resources and the environment, a sense of safety and security from harmful threats, and violence and the right to participate in a political environment (Sahdan, 2005).

The poverty of coastal communities is multi-dimensional and is caused by the inability to fulfill the basic rights of these communities. This situation is worsened by the lack of business opportunities and opportunities to access knowledge, information, technology, capital, culture, and lifestyle. The limited capital owned by small-scale fishermen causes fishers to be tangled with loans with traders. This relationship between fish traders and fishers tends to be exploitative (Qoid et al., 1993). When several types of fish enter the export market, the relationship between fishers and fish traders expands. Catching export quality fish requires sufficient capital. Therefore, the easiest way for fishers to obtain this capital is to become a client of intermediary traders. This connection leads to a mutualistic patron-client relationship (Susilo et al., 2004).

One of fishers' households' efforts to meet their food and livelihood needs is the decision to allocate their working time to produce both activities in the fishery sector and outside the fishery sector. According to the Directorate General of Fisheries (1993), fishers' income sources from non-fishing activities such as farm laborers, employees, and artisans contribute to 22-43% of their total income. However, some findings from the research also show that the source of income for fishers' households solely comes from the fishery sector (Zulkifli, 1992; Muhammad et al., 1991; Qoid, 2004).

Fishers spent most of their working time on fishing activities (Purwanti, 1994; Purwono, 1991). Several researchers have studied the behavior of fishers' households through the Elaya household economic approach. Reniati (1998) analyzed the factors that influence and link work decisions, production, and expenditure of fishers' households. The researcher later completed the analysis by examining the factors influencing fisher's household opportunities in working outside the marine fishing sub-sector.

To reduce poverty among Indonesian fishers, the Ministry of Maritime Affairs and Fisheries of the Republic of Indonesia in East Java has implemented various poverty alleviation programs, including the empowerment program for managing natural resources. Community-based Resource Management or *Pengelolaan Sumber daya berbasis Komunitas* (PSBK) and Fisheries Community Economic Empowerment Program or *Pemberdayaan Ekonomi Masyarakat Perikanan* (PEMP). The Community-based Resource Management program is one of the government's policies programs to develop small-scale fishery businesses through the Coastal

Community Development and Fishery Resources Management Project or *Proyek Pembangunan Masyarakat Pantai dan Pengelolaan Sumber Daya Perikanan* (PMP2SP) in the 1998-2003 fiscal year and was implemented in Trenggalek and Banyuwangi districts. Meanwhile, the Fisheries Community Economic Empowerment (PEMP) was implemented in the fiscal year 2003 in Gresik, Jember, Lumajang, Malang, Pasuruan, Situbondo, and Sumenep. During the program's implementation, the coastal villages obtained funds for strengthening business capital, investment assistance, and the construction of a Solar Packed Dealer for fishers.

Purwanti and Wulandari (2013) stated that fishers maintain a consumptive lifestyle as a form of high self-esteem and prestige that makes them willing to do anything to cover their shortcoming. This behavior is affected by the social structures in their society that require them to maintain consumptive behavior or lifestyle as a sign of their status. Skipper fishers tend to do these as they are jealous or competing with other skippers to look and perform better. This attitude is a part of human nature that tends to imitate others' behavior, intending to match or surpass what other people have. This consumptive lifestyle was inherited from their families, who used to also adhere to the same behavior.

It can be concluded that the poverty of coastal communities is caused by inadequate capital, lack of modern fishing technology, minimal knowledge of human resources, lack of facilities and infrastructure such as boats and docks, unsupportive government policies, and a consumptive lifestyle. These problems become challenges that need to be evaluated together to achieve a better quality of life.

### **Development of Fisheries and Maritime Country's Economic Potential**

Indonesian marine fishery activities account for 85 percent of total fishery production in the country. Marine fisheries activities are concentrated in the waters of the Pacific Ocean, the central waters of the West and East Indian Ocean, such as zones 71 and 57 of the FAO. These zones are also exploited by neighboring countries such as the Philippines, Thailand, Malaysia, Vietnam, and other foreign fleets such as Japan, the United States, South Korea, Spain, France, and New Caledonia. Statistics of those countries have undergone a fundamental change in the last 20 years. This change was due to Russia's and Japan's undeveloped capture fisheries, mainly due to restrictions imposed by third-world countries on access for foreign fishing fleets to fish in their coastal waters. On the other hand, capture fisheries production is regularly increasing due to more intensive exploitation in countries such as India and Indonesia. During 2002-2007 there was an increase in marine fishery production by an average of 4.12% per year, from 4.1 million tons in 2002 to 4.7 million tons in 2007 (Ministry of Marine Affairs and Fisheries 2009). This number can be furthermore increased by developing fishing fleets, expanding exploitation, and utilizing technology to take advantage of the archipelago's marine resources fully. Indonesia's EEZ waters cover an area of 3.1 million km<sup>2</sup> and 2.7 million km<sup>2</sup>, with a potential of 4.5 million tons and 2.1 million tons per year.

Infrastructure for fishing ports is crucial to support the objective of expanding marine fishery productivity. Concerning the development of fishery agribusiness, the availability of fishing ports or landing bases has a role in increasing functional linkages between subsystems in a fishery agribusiness system, increasing rural economic activity, especially coastal villages,



supporting the growth of large and small-scale fisheries businesses, and supporting the establishment of production centers. As of 2010, a total of 816 fishing ports have been built. Around 99% of the management has been handed over to the local government. The fishing port is divided into 4, which are type A (Ocean), type B (Nusantara), type C (Beach), and type D (Fish Landing Base), which could be found the most. Management of fishing ports is the management of activities from the arrival of ships, loading, and unloading of catches, ship departures, processing and distribution of catches, to port relations with other areas. These activities must be managed effectively and efficiently. In terms of finance, port management must be able to generate income. At a minimum, all construction and operating costs must be covered from revenue within a certain period.

Fisheries development initiatives that have been implemented thus far have yielded better results. These results are evidenced by the broader and more focused efforts to increase fishery production, which in turn also increases fish consumption, exports of fishery products, fishers' income, employment opportunities, support for industrial development and regional development, and preserving natural resources and the environment.

The development of capture fisheries aims to improve the community's welfare, particularly for fishers, while preserving fish resources and the environment. This goal is currently being broadened to increase the capture fisheries sub-sector to national economic development, particularly to aid Indonesia in overcoming its current economic crisis by creating employment opportunities, earning foreign exchanges through exports, and generating non-tax state revenues. Growth in production volume and non-tax state revenue has shown that roles and responsibilities in fishery development have been demonstrated nationally. However, the development of capture fisheries agribusiness has not yet resulted in adequate welfare. The vast potential and economic power have not been properly managed to contribute to national development and raise the standard of living and welfare of the people, particularly fishers in coastal villages. Small-scale fisheries continue to dominate the exploitation of Indonesia's fisheries. 94.44% of fishing businesses use boats without motors, outboard motorboats, and engine boats up to 5GT, which are capable of operating in coastal waters. Meanwhile, 4.44% of small to medium-scale commercial fisheries uses 5-30 GT engines, and 5.56% of industrial-scale commercial fisheries use vessels with engines of 30 GT and above (Soepanto, 2012). Due to the limited carrying capacity of essential equipment, small-scale fisheries businesses can only fish in coastal areas and cannot maximize fishing resources offshore. As a result, small-traditional fishers with low levels of education continue to dominate the fishing economy, which results in a low degree of innovation, technology, information absorption, and, ultimately, low productivity.

### **Tourism with Local Wisdom**

A community-based tourism approach can provide opportunities for poor communities to benefit from the prospects and outcomes of tourism development (Damanik, 2005). Life management is an integrated effort to preserve environmental functions, including policies for structuring, utilizing, developing, maintaining, recovering, monitoring, and controlling the environment.

Local wisdom-based development aims to develop an area by utilizing its natural resources

and is based on the cultural level of the residents. According to Syafrizal (2019), local wisdom is any form of knowledge, belief, understanding, insights, customs, or ethics that guide human behavior in their ecological community. Local wisdom can be defined as values and traditions rooted in a certain area. It is a value considered right and genuine, transmitted down from generation to generation, and implemented by the community as a result of the interaction between humans and their environment.

Jim Ife (2002) stated that local wisdom is the values created, developed, and maintained in local communities. These values become a way of life for the community as they can maintain and survive over generations. Local wisdom includes a variety of mechanisms and conducts for behaving and acting in accordance with the social order. Local wisdom encompasses all local intelligence that is transformed into creativity, work, and initiative for people to be independent in the ever-changing social climate. All of these are cultures.

Local wisdom encompasses more than just customs and values from the past. They are values and practices that exist in the present day concerning social harmony and the nobility, dignity, and worth of human life. In a broad sense, Chambers and Richards (1995) argued that local wisdom could include indigenous knowledge possessed by a community. In the environmental field, local wisdom, for example, relates to models of sustainable use and management of natural resources (Zakaria, 1994) or rules and norms regarding the balance of nature or ecosystems and becomes a knowledge system for the community supporting the culture (Pritchell, 2000).

Not everybody can enjoy and appreciate the magnificent coastline, sand waves, and seafood delicacy. With these potentials, good tourism management is required to prevent harm to the preservation of nature. There are many tourism elements that need to be managed, such as access to the coastal villages, access to parking lots, security, cleanliness of tourist attractions, availability of choices of food and beverages, choices of beach rides and recreations, entrance fees for tours at a reasonable price that still can benefit the organizers, and the authenticity of the tourist attraction. These are all the factors that are responsible for attracting tourists. The influx of tourists will encourage the community to showcase their talents and creativity in culinary, handicrafts, and other services to help their family economy. Although there is a saying that "guests are kings," the community is still the area's host and has values, rules, and arrangements that tourists must follow. The host's natural charm, wisdom, and friendliness make visitors enjoy their stay, supported by continuous development adaptations in other tourism facilities.

## **CONCLUSION**

Coastal communities differ from other communities in terms of knowledge, habits, social roles, socio-cultural, economic, and social structures. Meanwhile, coastal communities struggle to overcome their poverty, particularly in meeting their basic needs. The challenges coastal communities face are poverty, a lack of technological and resource management expertise, and the need for outsiders and coastal residents to actively revive coastal community values and capabilities without diminishing their cultural identity.

The growth of coastal towns is heading backward or even becoming isolated due to various circumstances. These circumstances postpone the goal of establishing prosperous coastal

communities. In general, poverty in coastal communities is caused by a failure to meet the community's basic needs, such as food, health, education, employment, and infrastructure. Furthermore, a lack of business opportunities, access to information, technology, capital, and consumptive lifestyles have weakened the poor's bargaining position. As one of the stakeholders in coastal zones, government policies have also been less favorable to coastal communities.

Coastal communities are marginalized geographically and also have minimal involvement with outsiders. Therefore, to address various social roles, particularly poverty in coastal communities, it is necessary to integrate and collaborate among related parties, including educational institutions, private institutions, government, and coastal communities, to provide education and practical activities in the form of sustainable empowerment programs. The coastal communities require these supports to meet their needs, which are made possible by the concept and existence of Kampung Bahari Nusantara.

Kampung Bahari Nusantara is a systematic and organized effort to solve any problems coastal communities face. The government and private sectors should have created facilities that could accommodate goals achieved through lasting empowerment rather than immediate programs. Giving goods is considered ineffective in changing a community; instead, being a part of a community by listening, assisting, and providing alternative solutions is a process that can improve their quality of life.

Coastal communities with a firm, rigid and open character require various flexible strategies and activities to suit their needs and conditions, considering that the time spent at sea is unlimited. Community-based empowerment must examine previous programs that have been running as a suggestion to ensure that the program is successfully implemented and does not stagnate due to not meeting community expectations. Suggestions include how to make coastal communities the focus of each program. Thus, participation in the introduction, discussion, formulation of each program's stages, finding solutions, and making decisions on each problem is critical to creating a sense of belonging to the Kampung Bahari Nusantara program.

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