

The Coastal Community Empowerment Strategy in Improving The Welfare Of Fishermen in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency

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Abstract

In implementing community empowerment strategies in Pegatan Village, economic disparities, low education levels, and inadequate community welfare remain evident. These challenges stem from limited access to resources, including insufficient accessibility to fishing equipment, inadequate financial support or funding, and price instability of fish catches. These factors contribute to the low and underdeveloped welfare of the fishing community. Therefore, collaboration and coordination between the local government and the coastal community are essential in the process of implementing empowerment strategies in Pegatan Village. Strategies such as providing fishing equipment facilities, conducting skill enhancement programs, and strengthening institutions aim to achieve the goal of empowering the coastal community effectively. This study employs a qualitative method with a descriptive analysis approach, utilizing data collection techniques including observation, interviews, documentation, and triangulation (combining all three techniques). The research was conducted in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency, from June to August. The findings reveal that the local government's programs to implement community empowerment strategies for the fishing community in Pegatan Village have not been well-executed or optimal. This is evidenced by several obstacles, such as limited access to capital and financial facilities for the coastal community, weak coordination among stakeholders, low education levels in the community, and insufficient monitoring and evaluation. It is hoped that the results of this study can provide recommendations for developing more effective policies to enhance the welfare of fishermen in coastal areas.



INTRODUCTION

Pegatan serves as the capital of Katingan Kuala District, located in Katingan Regency, Central Kalimantan Province, and is situated along the Java Sea. Geographically, Pegatan's coastal location provides diversity and uniqueness, making its strategic position a gateway to the economy of Central Kalimantan. Its demographic characteristics clearly illustrate that the main livelihoods of the Pegatan community are fishing and farming.

As a coastal area comprising two subdistricts, Pegatan Hilir and Pegatan Hulu, Pegatan's coastline holds significant economic potential for development, aiming to improve the welfare of the local

community. With abundant fisheries resources, the region should ideally be able to enhance the prosperity of its people.

The fishing community in Pegatan, particularly in the Pegatan Hilir subdistrict, plays a vital role in supporting local food security and the regional economy. However, in reality, many fishermen live in poverty and underdevelopment. This situation is attributed to various factors, including low levels of education and limited skills.

Thus, an appropriate empowerment strategy is needed to improve the welfare of the fishing community. This strategy must be sustainable and community-oriented to enhance their quality of life over the long term.

According to Johnson and Schools (2016), strategy is defined as the direction and scope of an organization over the long term, aiming to achieve an advantage through resource configuration in challenging environments to meet market needs and stakeholder expectations. Strategy is a fundamental, planned approach to achieving goals, including resource allocation, interactions with markets, environmental factors, and competitors, as stated by John A. Byne (2019). Similarly, Hitt et al., as cited by Ramli and Kartini (2022), define strategy as integrated and coordinated actions and commitments designed to exploit core competencies to gain an advantage.

Community empowerment is a human development approach that grants greater opportunities and roles to communities as subjects and users of development outcomes, addressing their problems, needs, and local environmental or resource potential. Community empowerment is expected to be a crucial tool in tackling poverty, unemployment, and improving quality of life (Mulyawan, 2016). Ife and Tesoriero (2016), as cited by Afriansyah et al. (2023), explain that community empowerment involves providing resources, opportunities, knowledge, and skills to enable individuals to shape their own futures and participate in efforts to improve their communities.

In the context of this research, the case study aims to analyze and examine the empowerment strategies for the fishing community in the Pegatan Hilir subdistrict, Katingan Regency. Pegatan Hilir is one of the coastal areas in Katingan Regency with significant fishery potential. However, initial observations reveal an ironic situation: despite abundant marine resources, the community's welfare remains low, with many fishermen living in poverty and underdevelopment.

This study aims to provide a comprehensive analysis of the empowerment strategies for the fishing community in Pegatan Hilir, identify the factors that hinder their success, and offer recommendations to improve the effectiveness of these strategies.

THEORETICAL FRAMEWORK

Community Empowerment Strategies

According to Hikmat (2001), community empowerment strategies are methods to direct resources, funds, energy, and equipment to achieve established goals. Similarly, Mardikanto and Suebianto (2019) describe community empowerment strategies as encompassing plans, activities, instruments, systems, and mindsets. Community empowerment strategies involve comprehensive efforts to encourage, motivate, and raise public awareness of their potential while continuously working to develop it. This includes accelerating changes in economic structure and productivity to improve livelihoods. Hikmat (2019) identifies three main strategies for community empowerment:

1. **Traditional Strategy:** This recommends that communities understand and choose their common benefits unconditionally in different circumstances. Through associations with other changes, all parties are allowed to decide their own interests without interference from others.
2. **Direct Action Strategy:** This strategy emphasizes the dominance of interests considered vital by all involved, as far as change permits. Here, influential stakeholders play a key role in decision-making.
3. **Transformative Strategy:** This strategy highlights the need for mass education in the long term before personal accountability can be widely acknowledged.

Strategic Management

According to Abd. Rahman Rahim and Enny Radjab (2017), strategic management is a series of managerial actions that determine a company's long-term performance. It involves environmental observation, strategy formulation (long-term planning), strategy implementation, and evaluation and control. Strategic management focuses on observing and evaluating opportunities and weaknesses within an organization.

Bambang Hariyadi (2003) describes strategic management as a systematic process for formulating, implementing, and evaluating strategies to achieve an organization's vision and mission. David (2018) defines it as the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives.

The Concept of Empowerment

The term "empowerment" refers to enhancing capabilities or strengthening oneself to achieve desired goals. Aziz Muslim (2009) defines empowerment as a transformative, participatory, and sustainable process of raising public awareness to address fundamental problems and improve living conditions according to aspirations.

Edi Suharto (2014) describes empowerment as both a process and a goal. As a process, empowerment involves activities to strengthen the power or ability of vulnerable groups within society, including those living in poverty. As a goal, empowerment represents the state or outcomes of social change, where communities are empowered, possess knowledge, and have the capacity to meet their physical, economic, and social needs independently.

The Concept of Community Empowerment

Djoko Windu P. Irawan (2022) explains that community empowerment is an economic development concept reflecting a new development paradigm. It is people-centered, participatory, empowering, and sustainable. This concept extends beyond merely meeting basic needs or providing mechanisms to prevent poverty (safety nets) and seeks alternatives to past growth-focused approaches. The primary approach in community empowerment emphasizes individuals as subjects of their development rather than objects of various development projects.

The Concept of Resource Management

Resource management involves efforts to achieve prosperity and improve living standards. Practically, this management is an integral part of development activities aimed at enhancing community welfare.

Resource management is understood as a set of principles, strategies, and processes to regulate, allocate, and utilize available resources effectively and efficiently to achieve specific goals. Resources can include natural, human, financial, technological, and temporal resources. The objectives are to maximize productivity, minimize waste, and ensure resource sustainability for the long term. This process typically involves planning, organizing, controlling, and supervising resource use based on organizational or individual needs and capacities.

METHODS

The research method used is qualitative research with a descriptive-analytical approach. Qualitative research is a method used to study natural conditions of the object, where the researcher acts as the key instrument. Data collection techniques are conducted through triangulation (combining methods), the data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2020).

The research was conducted at the Pegatan Hilir Subdistrict Office, Katingan Regency. This location was chosen because, despite being an area where the primary livelihood of the community is fishing, issues of poverty persist. Preliminary observations revealed a lack of community empowerment efforts, such as socialization and attention to the poor within the jurisdiction of Pegatan Hilir Subdistrict.

Regarding the data collection techniques, based on Sugiyono (2020), the methods used in this study involve gathering data from four sources:

1. Interviews
2. Observations
3. Documentation
4. Triangulation (combination of methods)

The data analysis technique applied in this study is inductive analysis. Inductive analysis involves drawing general conclusions from specific facts. The steps for data analysis in this research include the following:

1. Data Collection

2. Data Reduction
3. Data Presentation
4. Conclusion Drawing

RESULTS AND DISCUSSION

Research Location Overview

Pegatan is the name of the capital of Katingan Kuala Subdistrict, a subdistrict in Katingan Regency, Central Kalimantan Province. Pegatan Village is one of the 13 subdistricts in Katingan Regency and holds a strategic position as the gateway to the economy of Central Kalimantan, particularly in the regional resource area of the Katingan River. Pegatan is divided into two subdistricts: Pegatan Hilir and Pegatan Hulu.

Pegatan Hilir Subdistrict is one of the administrative areas in Katingan Kuala Subdistrict, Katingan Regency, Central Kalimantan Province. Covering an area of 1,867 hectares, Pegatan Hilir is defined by the following territorial boundaries::

Table 1. Village Fund transferred from the National General Cash Account to the Village Cash Account

| Boundary | Village | District | Regency |
|-----------------|---------------------------|-----------------|----------------|
| North | Kampung Keramat Village | Katingan Kuala | Katingan |
| South | Java Sea and Sebangau Bay | Katingan Kuala | Katingan |
| West | Selat Bening Village | Katingan Kuala | Katingan |
| East | Kampung Tengah Village | Katingan Kuala | Katingan |

Based on its geographical conditions, Pegatan Hilir is located in a coastal area near the estuary of the Katingan River, which directly connects to the Java Sea. Its position as a coastal region makes this subdistrict a central hub for fisheries and river transportation. The population of Pegatan Hilir totals 3,115 people, predominantly from the Dayak and Malay ethnic groups.

Economically, most of the residents of Pegatan Hilir work in the fisheries sector, including both capture fisheries and aquaculture. Additionally, local residents are engaged in agriculture, trade, and small-scale services. The main commodities of Pegatan Hilir include marine catches such as fish and shrimp.



Figure 1. Portrait of Pegatan Village, Pegatan Hilir Subdistrict

Overview of Strategies to Improve Fishermen's Welfare in Pegatan Village

Fishermen are a group or community with a vital role in the fisheries sector, dominating the supply of marine-based raw materials and food. The fisheries sector, optimized by the local community, includes both capture fisheries and aquaculture. Pegatan Village, located in Pegatan Hilir Subdistrict, is a coastal community with a significant fishing population, relying on marine resources to meet their needs and support their livelihoods. The dependency on fisheries resources highlights the need for strategic efforts to formulate empowerment strategies aimed at improving welfare, particularly for the coastal community residing in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency. The strategies implemented serve as crucial indicators in enhancing the adequacy and welfare levels of local fishermen. The local village government has initiated several strategies as a mechanism for community empowerment to improve their welfare. These include providing fishing equipment facilities, skills and expertise training, and establishing institutional forums.

In an interview, the Head of Pegatan Hilir Subdistrict, Mr. Suwandi, stated:

"In Pegatan Village, Pegatan Hilir Subdistrict, the majority of the community are fishermen. Some work in capture fisheries, while others focus on aquaculture. In addition to the husbands' roles as fishermen, the wives also play a role in processing the catches into value-added products. This provides an important source of additional income to meet their needs."

Similarly, the Head of Community Empowerment, Mrs. Elliyanan, explained:

"Pegatan Hilir Subdistrict strives to support the community in Pegatan Village by managing facilities provided by the Regency Government, enhancing skills, and fostering institutional development, such as forming fisher group leaders. These are the types of programs we have implemented so far."



Figure 2. Conducting Research and Interviews at the Pegatan Hilir Subdistrict Office

However, based on observations and studies conducted with several community members, challenges remain in the empowerment efforts undertaken by the village government to improve their welfare. These challenges include limited accessibility to fishing equipment facilities, insufficient support for capital or financing, and unstable fish catch prices, all of which result in the persistently low welfare levels of the fishing community. Another notable issue is that some fishermen who receive equipment assistance end up selling the equipment to meet their daily living expenses.

These challenges pose significant tasks for the district and village governments to ensure that the empowerment

strategies implemented align with their goals and objectives, namely improving the welfare of fishermen in Pegatan Village, Pegatan Hilir Subdistrict. Additionally, training programs organized by the village government in collaboration with vertical agencies are not being fully utilized by the local community to enhance the economic growth of fishermen's families.

Strategy for Providing Fishermen's Equipment Assistance

Coastal communities engaged in fishing play a critical role in supporting food security and the economy in coastal regions. To carry out their activities effectively, they require adequate equipment to maximize their catch. Fishing equipment, such as fishing gear, serves as the primary tool used by fishermen to capture fish or other marine life. These tools vary in type and capacity, depending on their intended use, whether for large-scale or small-scale operations. In addition to fishing gear, boats or vessels are also essential for enabling fishermen to travel to fishing areas.

However, fishermen often face challenges related to inadequate equipment and facilities, which can directly impact their safety and productivity while working at sea. Pegatan Hilir Subdistrict acts as a mediator and facilitator, bridging the needs and aspirations of the coastal fishing community. Through its role, Pegatan Hilir Subdistrict can accommodate community proposals and facilitate access to fishing equipment assistance by coordinating with the Regency Government, specifically the Fisheries and Marine Affairs Office of Katingan Regency. With proper mechanisms and targeted strategies for providing fishing equipment assistance, it is expected that fishermen's welfare will improve, encouraging the community in Pegatan Village to maximize the economic potential of the coastal region.



Figure 2. Fishermen's Equipment Assistance in 2023 in Pegatan Village, Pegatan Hilir Subdistrict

In the context of this research, conducted through interviews, documentation, and observations, explanations were gathered regarding the strategy for providing equipment assistance implemented so far, involving the role of Pegatan Hilir Subdistrict. As stated in an interview with the Subdistrict Secretary, Mr. Ahmad Irwanto: *"We, from Pegatan Hilir Subdistrict, facilitate the community in submitting proposals for fishing equipment assistance to the Fisheries and Marine Affairs Office, and they respond to these requests. The assistance provided includes fishing boat engines used for mobility."*

The provision of fishermen's equipment as part of the empowerment strategy in Pegatan Village, Pegatan Hilir Subdistrict, has not yet been fully optimized, despite the distribution of the assistance. According to an interview

with a local resident, Mr. Abdul Hadi:

"We are grateful for the engine assistance given in 2023, even though we had been waiting for it since 2022. With this engine, we can go to sea to catch fish as our livelihood. However, some people ended up selling the assisted engines to get money for living expenses, and some of the engines have broken down and remain unrepaired."

Through observations and interviews with other residents, the researcher concluded that the district government and Pegatan Hilir Subdistrict have not conducted follow-up monitoring of how the community optimizes the use of the provided assistance. This lack of oversight has inadvertently led to new issues.



Figure 3. Interview with a Coastal Community Member (Fisherman) in Pegatan Village

From the research findings and insights gathered through interviews, it can be concluded that the strategy for empowering coastal communities to improve fishermen's welfare through the provision of equipment assistance remains weak in terms of control and supervision. The control and monitoring mechanism in this strategy is crucial to ensuring the sustainability and proper utilization of the provided assistance to support welfare. Some community members still lack the understanding and skills required for maintaining and repairing the provided equipment, resulting in reduced lifespan or damaged equipment.

The study also found that the coastal community in Pegatan Village faces other challenges, such as fuel availability (BBM) and high operational maintenance costs. The strategy of providing equipment assistance by the government, coordinated through village administration—in this case, Pegatan Hilir Subdistrict—has been relatively effective. However, there is a need for further optimization in terms of supervision, enhancing community skills in using the equipment, and increasing efficiency, particularly concerning operational costs and fuel availability. These aspects require more intensive attention as improvements in these areas can enhance equipment performance, indirectly supporting the welfare of the local community.

Strategy for Skill and Expertise Development in Coastal Communities

The demographic of Pegatan Village, Pegatan Hilir Subdistrict, represents a coastal community whose primary source of income is fishing. The coastal community in Pegatan Village plays a significant role in contributing to the fisheries and marine economy. Observations conducted by the researchers revealed that the economy of this coastal community heavily relies on marine resources for their livelihood. However, the study also identified challenges that limit their economic opportunities, such as low education levels, limited access to

technology, and a lack of non-fishing skills.

Interviews conducted during the research indicated that to improve the welfare and independence of the coastal community in Pegatan Village, the local village government has implemented programs to provide additional skills and expertise as a strategic initiative with significant impact. These programs are coordinated by Pegatan Hilir Subdistrict as a facilitator, in collaboration with the Katingan Regency Government through Fisheries Extension Officers (PPL).

The skill and expertise training aims not only to increase productivity but also to create opportunities for economic diversification. For instance, the PPL's initiatives in Pegatan Village involve empowering the coastal community to develop businesses based on local resources. This includes training fishermen's wives in processing fish catches into value-added products, such as making fish-based crackers, shrimp paste, and salted fish. For example, fish-based cracker training covers the entire process, from preparation and drying to packaging. By implementing these initiatives, the community can diversify their income sources, ensuring greater economic resilience and independence for the coastal population in Pegatan Village.



Figure 4. One of the Skill Development Training Outcomes by PPL on Fish-Based Cracker Processing in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency.

With additional skills, the coastal community in Pegatan Village is not solely dependent on their fish catches but can also create sustainable alternative sources of income. Based on interviews with several local residents, it was revealed that skill development training facilitated by the subdistrict through the Katingan Regency PPL team provided expertise in processing fish catches and was highly beneficial for increasing household income. However, the research also identified several issues with this strategy, including inadequate continuous monitoring of the progress of processed product businesses, capital constraints, and marketing challenges.

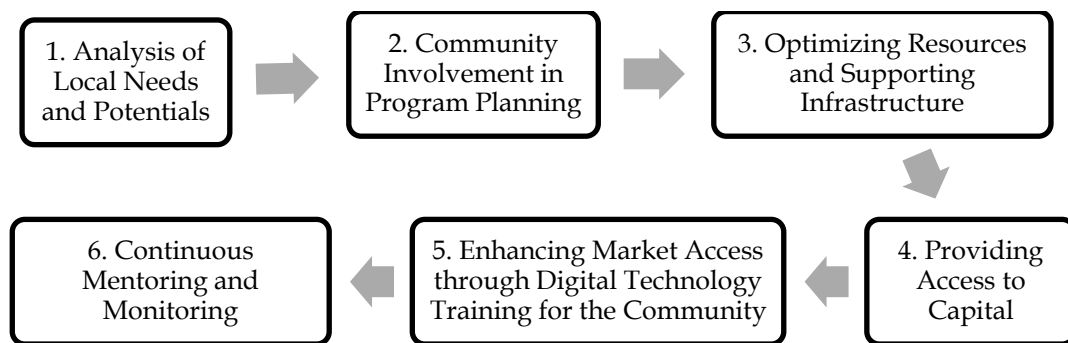
According to residents of Pegatan Village, the PPL team conducts training but visits the community only briefly six months later, without performing any evaluation of the progress or challenges faced by the program participants. The community also struggles with a lack of business capital, as the village government has yet to provide an effective solution to address this issue. This problem should be addressed by Pegatan Hilir Subdistrict, with proposals forwarded to the regency government via the local subdistrict.

Another issue relates to the marketing of processed products. The study revealed that fish-based processed products from Pegatan Village are of excellent taste and quality. However, residents remain unsure about

effective marketing techniques, especially given current technological advancements. At present, marketing in Pegatan Village is limited to local efforts, primarily targeting the Pegatan Subdistrict market. This is despite the fact that the quality of these products is competitive and could potentially penetrate markets beyond the subdistrict.

Given the current technological advancements, marketing should leverage electronic media to enhance accessibility for a broader audience. This approach would positively impact the welfare of the local community and expand their network. Such marketing innovations should be prioritized by the village and Katingan Regency governments to help these products achieve broader recognition, potentially becoming a key regional commodity.

From the findings gathered through interviews and described above, it can be concluded that the Skill and Expertise Development Strategy for the coastal community in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency, has been implemented effectively and appropriately, as it provides an alternative source of income for the local coastal community. However, according to the researcher's conclusions, several areas require serious attention from the Katingan Regency Government and the Village Government to ensure the strategy's optimal implementation, including:



Institutional Strengthening Strategy

Coastal communities often face various challenges, particularly in terms of welfare. One of the main indicators of these challenges, and a key obstacle, is the weakness of institutions, including community organizations and business groups. A strong and effective institutional framework can empower communities to manage natural resources, gain access to assistance, and actively participate in decision-making processes.

In the context of this research, the Institutional Strengthening Strategy in Pegatan Village, Pegatan Hilir Subdistrict, has been a crucial approach in empowering the local coastal community. It emphasizes self-reliance and the ability to address challenges, such as setting fair prices for marine products, coordinating fuel (BBM) issues, addressing climate change factors, handling proposals and assistance for fishing equipment, and tackling other issues related to economic competition.

From interviews conducted with informants, Abdul Hadi, the head of a fisher group, explained:

"In the institutional strengthening efforts in Pegatan Village, Pegatan Hilir Subdistrict, we often coordinate regarding developments and challenges in our village. We also frequently participate in training sessions organized by the Katingan

Regency Government through the Fisheries Department and conducted by PPL teams. These include eco-friendly fishing practices and processing catches into value-added products. Access to these institutional resources has significantly helped fisher members improve their skills, supporting the group's capacity and welfare. However, the PPL team has not yet provided materials or training on marketing through digital media, even though digital literacy is crucial for marketing these processed products in today's technological era."

Furthermore, Abdul Hadi stated:

"In the Institutional Strengthening Strategy implemented in Pegatan Village, Pegatan Hilir Subdistrict, we also face challenges, particularly in optimizing marketing and capital access. Moving forward, with the support of the subdistrict, we aim to establish our own fisher cooperative to access capital and other government assistance. Through a self-reliant fisher cooperative, the community can gain better access to capital and improve their welfare. Additionally, we provide orientation for new members to prepare them for supporting group activities, ensuring that the institutional strengthening is more optimal and sustainable."

From these interviews, it can be concluded that the Institutional Strengthening Strategy is a vital component of empowering the coastal community in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency. This strategy has been implemented effectively and organized through well-structured mechanisms. Institutional strengthening supports community welfare by providing capacity-building programs such as training in processing catches, eco-friendly fishing techniques, and other initiatives that foster economic diversification for the coastal community in Pegatan Village.

However, this strategy still faces weaknesses. For example, the training provided by the PPL team does not yet focus on marketing processed products through digital strategies, despite the increasing importance of technological literacy in today's accelerating technological landscape. Additionally, the lack of fully optimized capital support from the government impacts institutional strengthening. This underscores the importance of establishing self-reliant cooperatives to gradually address capital needs.

Another limitation is the lack of coordination and collaboration with external parties, which has prevented the community from receiving external assistance that could be beneficial. By addressing these issues through continuous improvement and optimizing institutional coordination, the Institutional Strengthening Strategy can better maximize its impact on community welfare, ensuring it is well-directed and effectively structured.



Figure 5. Interview with the Institutional Leader in Pegatan Village

Challenges in Community Empowerment Strategies

Community empowerment in coastal areas is a strategic effort to improve the welfare and quality of life of communities that rely on marine resources for their income. However, the implementation of such programs often faces various obstacles that can hinder their success.

In the context of this research on Coastal Community Empowerment Strategies to Improve Fishermen's Welfare in Pegatan Village, Pegatan Hilir Subdistrict, several challenges or constraints were identified that impact the achievement of community empowerment goals, including:

1. Limited Access to Capital and Financial Facilities

Coastal communities in Pegatan Village, Pegatan Hilir Subdistrict, lack sufficient access to capital and financial facilities. The government serves as the primary source for addressing these funding challenges. Efforts are being made to formulate solutions, such as providing access to capital through regional budgets (APBD) or collaborating with private entities to offer loans or financial aid.

2. Weak Coordination Among Stakeholders

Coordination between stakeholders remains inadequate, affecting the implementation and outcomes of community empowerment programs.

3. Low Education Levels

The relatively low education level among the coastal community in Pegatan Village, Pegatan Hilir Subdistrict, hinders their ability to understand and adopt new information and technologies critical for empowerment activities.

4. Lack of Monitoring and Evaluation (MONEV)

The absence of continuous monitoring and evaluation activities by the government and relevant stakeholders hampers the identification of issues and necessary adjustments to empowerment programs. This lack of oversight negatively impacts the effectiveness of community empowerment initiatives in Pegatan Village, Pegatan Hilir Subdistrict.

CONCLUSION

In the study of Community Empowerment Strategies to Improve the Welfare of Fishermen in Pegatan Village, Pegatan Hilir Subdistrict, Katingan Regency, several conclusions can be drawn. Regarding strategies to enhance fishermen's welfare in Pegatan Village, various challenges were identified, such as limited accessibility to fishing equipment facilities, insufficient support for capital or financing, and the instability of catch prices, which collectively result in the low welfare levels of the fishing community.

The community empowerment strategy to improve fishermen's welfare through the provision of fishing equipment assistance remains weak in terms of control and supervision. Proper control and supervision mechanisms are essential to ensure the sustainability of these aids in supporting welfare. Many community

members still lack the understanding and skills required for the maintenance and care of the provided equipment, leading to short equipment lifespans or damage. Furthermore, the study reveals that the coastal community in Pegatan Village faces additional challenges, including fuel availability and high operational costs for equipment maintenance.

The strategy for providing skills and expertise in Pegatan Village involves empowering the local coastal community to develop resource-based businesses, such as training for processing fish catches. This includes workshops led by agricultural extension officers (PPL) on making fish-based crackers, shrimp paste, and salted fish. The Skills and Expertise Development Strategy for the coastal community in Pegatan Village has been relatively effective, offering an alternative income source for the local population. However, according to the researcher's findings, certain areas require serious attention from the Katingan Regency Government and the Village Government to optimize this strategy, including:

1. Analyzing Local Needs and Potentials
2. Involving Community Participation in Program Planning
3. Optimizing Resources and Supporting Infrastructure
4. Providing Access to Capital
5. Improving Market Access through Digital Technology Training for the Community
6. Continuous Mentoring and Monitoring

Institutional strengthening is a critical element in empowering the coastal community of Pegatan Village, Pegatan Hilir Subdistrict. This has been effectively implemented through well-organized structural mechanisms. The institutional strengthening supports the community's welfare by providing capacity-building programs, such as training in fish processing, eco-friendly fishing techniques, and other activities that encourage economic diversification for the coastal population of Pegatan Village. However, this strategy still has shortcomings, particularly the lack of training content from PPL teams focusing on marketing processed products using digital strategies, which is increasingly crucial in the era of accelerated technology demanding technological literacy among communities.

Recommendations for Optimizing the Goals of the Coastal Community Empowerment Strategy to Improve Fishermen's Welfare in Pegatan Village, Pegatan Hilir Subdistrict:

1. Increased Attention from Local Governments

The local government should enhance financial support for the coastal community in Pegatan Village by providing access to capital and financial facilities. Collaboration with private entities, utilizing APBD funds, and involving microfinance institutions such as village-owned enterprises (BUMDes) can serve as solutions to address financial access limitations in Pegatan Village.

2. Effective Collaboration and Coordination

Establish effective collaboration and coordination in managing coastal community empowerment by involving the local government, community members, and private sectors. Transparency in information sharing is essential to foster mutual understanding in designing empowerment programs, including integrated training and workshops.

3. Improving Education Levels

The government must prioritize literacy programs, particularly for youths and women, to increase awareness of the importance of education and technology in daily life. Introducing technology-based skill training programs can help reduce low education levels through practical technology training, eco-friendly fishing practices, and fish processing skills.

4. Consistent Government Involvement

The local government must consistently implement community empowerment programs by involving coastal communities in program development to ensure their aspirations are considered. Evaluation, implementation, and management of empowerment outcomes should be transparent, leveraging technological advancements for data collection and reporting

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