

The Creative Behavior of Fishermen Communities in Kedungrejo village, Muncar, Banyuwangi

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ABSTRACT

This study aims to determine the creative behavior carried out by fishing communities in Village, Muncar, Banyuwangi. The type of the research was used qualitative descriptive research. The research site was determined using the method Purposive Area, Kedungrejo Village, Muncar District, Banyuwangi Regency. The informants of the study were determined using the snowball sampling method, namely the fishing community who carried out creative behavior as the main informants, and family members of the fishing community who carried out creative behavior as supporting informants. Data collection techniques in this study used interviews, documents and observations. Data analysis by reduction, presentation, and conclusion drawing. Based on the data analysis that has been done, it can be concluded that the creative behavior carried out by the fishing community in processing sea products is in the form of making salted fish, fish meal, fish paste and shrimp paste. The development of creative behavior of fishing communities can be seen by the development of the creative behavior of processing fish. The development of creative behavior includes increasing the number of production and increasing types of other businesses and improving processed products. The main income of the fishing community is now derived from the results of the creative behavior of processing the fish that is used by fishing communities to fulfill their daily needs. This study only examines the creative behavior of fishermen in processing fishery products only. It is expected that other researchers will conduct research on the creative behavior of fishing communities outside the fisheries product processing sector.

Keywords: *Creative Behavior, Fishermen Communities*

INTRODUCTION

The community of fishermen has been synonymous with poverty. The poverty of the fishing community can be seen from the shape of the house in general is still semi-permanent. Educational needs of children also cannot be fully fulfilled by the fishing community because of the limited costs for education so that the children of the fishing community are of low education. These conditions make the lives of fishermen communities very difficult, especially when the prices of all living necessities are increasing, while the fishing community must continue to fulfill their needs. The problems faced by fishermen are related to poverty, social inequality, limited access to technology, capital, markets, and the quality of human resources that are still low [3].

According to the conditions of the fishermen like that, the fishing community made several efforts to improve the family economy. These

efforts include fishing communities making efforts to improve the family economy by utilizing the potential of marine resources, especially the potential of fisheries to be processed into products that are more durable and have a higher selling value. Seeing the considerable potential of fisheries in the region, the fishermen community began to switch jobs that originally sought fish in the sea to switch to doing creative behavior processing marine fisheries to become processed products that have a higher selling value. Other jobs are considered to be less risky because they are not influenced by uncertain natural conditions so that they are safer for fishing communities.

Creative behavior is a creative action carried out by someone by utilizing existing resources into something new, needed by the community, economic value, and profitable. Creative behavior is an attempt to make changes and improvements to one's business [6]. Creative action arises on the basis of creativity that is

owned by each person. Creativity is a process to find new ideas that can later bring up something new. Creativity is the result of interaction between individuals and their environment, the ability to create new combinations, information, or elements that already exist or are known before, that is all the experiences and knowledge that someone has gained during his life both in the school, family, and the community [4].

One of the villages whose fishing communities have switched to doing creative behavior by utilizing the potential of fisheries resources is Kedungrejo Village, Muncar District, Banyuwangi Regency, East Java Province. The existence of creative behavior of fishing communities can be seen from the existence of several household businesses to process fishery products carried out by fishing communities in Kedungrejo Village.

These household businesses include shrimp paste production, tuna paste, crackers, and fish sale. The activities carried out by fishermen in addition to working to find fish in the sea, they also carry out other activities such as fish shading, fish salting and shrimp paste maker [2].

In accordance with the potential of fishery products that are quite large in their villages including lemuru fish, as many fly fish, tuna fish, mackerel fish, and other types of fish. Therefore, what is done by fishing communities in Kedungrejo village, Muncar sub-district, Banyuwangi regency is that they move from fishing to sea-based jobs to become domestic entrepreneurs doing creative behavior by utilizing fisheries resource potential to be processed into products that have a higher selling value so they can improve the economy of fishing communities. The diversity of marine potential including fish, shrimp, shellfish, crabs that can be used as a variety of seafood products that become an attraction as a center for processed marine products [5]. All of these potentials are fully utilized by fishing communities in the hope of increasing income.

The life of fishermen must be able to develop along with the times. One of the efforts made by fishermen is to behave creatively or take creative actions in utilizing the potential of marine resources for economic activities. Based on preliminary observations that the creative behavior of fishing communities in Kedungrejo Village, Muncar Subdistrict, Banyuwangi Regency, East Java Province, the fishing community shifted from fishing in the sea to being a household entrepreneur by utilizing the

marine resources potential such as creative activities to process seafood into products that have value selling higher and more durable such as making shrimp paste, petis tuna, crackers, sale of fish, and making various other preparations.

The creative behavior carried out by the fishermen is expected to improve the welfare of the fishermen's family in Kedungrejo Village, Muncar District, Banyuwangi Regency. The potential of marine-coastal resources is quite diverse and is the center of economic activity for coastal communities, where economic actors who creatively manage the potential that exists and are keen to read the needs of the market have the opportunity to get big profits [3]. Creative behavior carried out by fishing communities includes: diversification of fish processing and good packaging, agro business in coastal areas is a business opportunity for fishing communities.

Based on the background of the problems, the formulation of the problem in this study is what are the creative behaviors of fishing communities in Kedungrejo Village, Muncar, Banyuwangi Regency and how the development of creative behavior of fishing communities in Kedungrejo Village, Muncar District, Banyuwangi Regency. This research is to describe the creative behavior of fishing communities and the development of the creative behavior of fishing communities in Kedungrejo Village, Muncar District, Banyuwangi Regency.

METHODS

The type of the research was used in qualitative descriptive. The place of research is determined by the purposive area method. Namely in Kedungrejo Village, Muncar District, Banyuwangi Regency. The research subjects in this study used the main informants and supporting informants. Determination of informants of this study using techniques snowball.

The main informants in this study were fishermen in Kedungrejo Village, Muncar Subdistrict, Banyuwangi Regency who carried out creative behavior by processing fish catches into products that had a higher shelf life and selling value. Supporting informants in this study were members of the fishing family who carried out creative behavior. Data Collection Method uses methods of observation, interviews, and documents.

The analysis data of this research was used qualitative data analysis is an effort carried out by working with data, organizing data, sorting, synthesizing, searching for and finding patterns, and deciding what can be described. Presentation of data is an effort to present data in order to form a set of information arranged in an organized manner, making it easier to understand what was found in the field at the time of the study. The data is presented in the form of tables and narratives arranged systematically. By presenting this data, it is expected that conclusions can then be drawn. Withdrawal of conclusions in this study was carried out in the form of descriptive exposure of the problems studied, previously written in the formulation of research problems. The conclusions in this study are expected to be a new finding that had never before existed about the creative behavior of fishing communities in managing marine resource potential in Kedungrejo Village, Muncar District, Banyuwangi Regency.

RESULTS AND DISCUSSION

Community creative behavior is basically an effort made by fishing communities to earn income outside of their work to catch fish in the sea. The fishing community began to leave their jobs as fishermen who were looking for fish in the sea, turning to become fishermen who carried out creative behavior in fish processing, whose activities were carried out on land. With the economic demands in the family, they are trying to make a living by working to use fish from the sea to be processed into products that have a higher selling value. Fish obtained from the sea when directly sold to the market, of course, the price is not too high and the fish storage period is not long, so the fishing community tries to conduct creative behavior to process fish catches into processed products that have a higher selling value and benefit

The increasing needs of the fishing community in Kedungrejo village make the fishing community work hard to fulfill those needs. The fishing community has made various efforts to meet the needs of the family's life, especially work outside fishing activities in the sea. The work of catching fish in the sea is uncertain, making the fishing community have to look for other jobs so that their family needs can be fulfilled.

The potential of fisheries in the village of Kedungrejo is large enough to be developed by the community and can create jobs for fishing

communities who do not carry out fishing activities at sea. Large fishery products, which are approximately 8 thousand tons per year produced by fishing communities in Kedungrejo village, are potential that can be maximized by fishing communities. Fishery products are processed into various processed products that have a higher selling value so that they can improve the family economy. The most common raw material for processed products is fish because fish are the main marine products produced by fishing communities in the village of Kedungrejo besides shrimp, squid, and other marine products.

The form of utilization of marine products by fishing communities in the village of Kedungrejo is the creative behavior of fishing communities to process fish into various kinds of processed products that have higher selling values such as making salted fish, fish meal, fish paste, shrimp paste. The fishing community shifts jobs that originally worked to catch fish in the sea, now they switch jobs by doing creative behavior processing fish into various kinds of processed products. This is done because this work is considered less risk than having to find fish in a sea full of risks and uncertainties. The fishing community considers that the results of creative behavior that they do are more profitable. Various products processed by fish from fishing communities can be the main source of income for fishing communities who engage in creative behavior in the village of Kedungrejo.

Creative Behavior of Fishermen Society for Fish Processing

Creative behavior of fish processing is one of the efforts made by fishing communities to utilize the potential of fisheries resources in their area. This is done by fishing communities because of the survival of their families. The fishing community can no longer rely solely on income from fishing in the sea, which results are uncertain. Creative behavior carried out by fishing communities is processing fish into various processed products that have higher selling prices. The following is the creative behavior of fish processing carried out by fishing communities, including:

Table1. List of creative behavior of fish processing

No.	Creative behavior
1	Making salted fish
2	Making fish meal
3	Making fish paste
4	Making shrimp paste

Source: *Primary Data (2018)*

Based on table 4.6 it can be seen that the creative behavior carried out by the fishing community includes: making salted fish, fish meal, fish paste, and shrimp paste. This creative behavior is carried out by fishing communities to earn income to meet the needs of families who no longer rely on income from fishing in the sea. The following is a creative behavior carried out by each fishing community in Kedungrejo village

The Development of Creative Behavior of Fishermen's Communities in Kedungrejo Village

The development of creative behavior occurs with the development of creative behavior carried out by the fishing community. The development of creative behavior of fishing communities is an effort to increase business both in quality and quantity. Quality development is usually carried out by fishing communities in order to improve or increase the quality of the products they make. The increase can be in terms of taste, product durability, product packaging, and also can in terms of marketing. Next, improving products in quality can be in terms of the number of products produced and product diversification resulting from the creative behavior of fishing communities. These efforts are carried out by increasing each of the creative behaviors carried out by the fishing community depending on the creative behavior they do. The development aims that the creative behavior carried out by fishing communities has maximum results and later can increase the income of fishing communities who carry out these creative behaviors. The development of creative behavior of fishing communities in Kedungrejo Village, Muncar District, Banyuwangi Regency can be seen from the number of products produced and the quality of the products produced during their creative behavior in processing fish. This development can also be seen from the types of fish processing businesses carried out by fishing communities, namely those who were originally makers of salted fish, now they are developing a business to catch fish. Then what originally only produced products that were of ordinary quality became better quality products.

The development of the creative behavior of fishing communities in Kedungrejo village can be seen starting from the development of the business unit to the development of the quality

of the products produced. People who originally processed fish into salted fish are now also processing fish into fish meal which is considered more profitable. Initially making petis from certain types of fish and shrimp is now developing using tuna species. What was originally only made fish crackers with the taste of one particular type of fish is now developing by making various flavors. Then those who previously used traditional tools have now used more modern production tools. This is done so that the business produces products that are liked by the community and increases the selling value of the processed products.

The discussion in this research to explain the results of qualitative description research on the creative behavior of fishing communities in Kedungrejo Village, Muncar District, Banyuwangi Regency. Fisheries are one of the main sources of livelihood in coastal villages. Most fishing communities work in the fisheries sector to make ends meet. To be able to work in the field of fisheries certainly must have the capital and expertise in fishing. The fishing business is certainly not always beneficial for the fishing community. There are times when they lose because they have already incurred costs and have the heart but they do not get fish. The work of catching fish in the sea is uncertain because it is influenced by the weather and the season of fish. When the weather is good and the season of fish is certainly the income of the fishermen community is high but on the contrary if there is no famine there is no fish the fishermen's income is very small. Responding to this, the fishing community began to leave the work of fishing in the sea and chose to do work on land with minimal risk, especially the risk of costs incurred.

The fishing community is now leaving their work to catch fish in the sea by doing creative fish processing behavior. The fishing community is no longer dependent on the results of fishing in the sea but now they depend on the results of creative processing of fish. Like the fishing community in Kedungrejo Village, with the uncertainty of the results of fishing in the sea they are now shifting jobs by doing creative behavior of fish processing into products that have a higher selling value. As the fishing catches of the fishermen are erratic and the family needs of the family are increasing, the fishing community is now leaving fishing and turning to creative behavior in processing fish including making salted fish, fish meal, paste, and shrimp paste.

The activities carried out by fishermen in addition to working to find fish in the sea, they also carry out other activities such as brooding fish, making salted fish and making terasi [2].

Creative behavior carried out by fishing communities in processing fish is processing fish into salted fish. The processing of fish into salted fish is done in an effort to preserve fish so that it does not rot easily. Plus the selling price of salted fish is higher compared to the price of fresh fish for the class of fish that can be marinated. The type of fish that is usually marinated by fishing communities is sardines, kite, and a minute. This type of fish has a size that is not too large so it is easy to dry and make salted fish. The sale is carried out by the fishermen in the stalls or salted fish markets in their villages.

Other creative behavior carried out by fishing communities is processing fish into fish meal. Processing fish into fish meal is usually done when the fish season arrives and the fish catches a lot so that the price of fish is low. The low price of fish and perishable fish, the fishing community took the initiative to process fish into fish meal. According to the fishing community, making fish meal is more useful. The sale of fish meal is done alone at home where there is usually a consumer taking it directly to the house as a raw material for animal feed. If it does not run out, the fishing community sells it to a factory that processes fish meal.

The fishing community also carries out creative behavior in processing fish to become tuna juice extracts. Making petis is considered more profitable than having to do fishing activities in the sea. The raw material for making petis is easily obtained, namely fresh boiled fish and then taken from the water used to stew the fish. The stew water is then processed into petis by boiling it continuously until it thickens to become a tuna juice extract. The sale is done alone at home by the fishing community with the selling price of the paste 10-15 thousand per package depending on the size of the packaging. When viewed from aspects of fisheries resource utilization, fishermen as managers of fish products or other marine products such as drying, fish breeding, shrimp paste making, cracker making, fish fumigation, fish drying, and so on [7]. The fisherman family also markets itself to the sea products to consumers so that the prices obtained are higher. All creative behavior carried out by the fishermen's

family is carried out to develop economic diversification and increase income.

The development of creative behavior of fishing communities can be seen thanks to the development of creative behavior that is also carried out by fishing communities by developing business or products both in quantity and quality. Product development is trying to increase sales through improving products or services or developing products and services [1]. The development of quantity creative behavior, namely increasing the number of businesses or products, then developing quality in the form of improving product quality or improving the product of the creative behavior.

The development of creative processing of fish processing carried out by fishing communities, namely the fishing communities which were originally only processing fish into salted fish are now also processing fish into fish meal which they consider more profitable. The development of creative behavior of fish processing in quality by the fishing community by improving the quality of the products produced. The fishing community that used to make fish paste uses raw materials of all types of fish, but now they only use tuna because tuna has a good taste to be used as a paste.

No less important is the packaging of petis, which is also repaired, which used to only use ordinary plastic packaging, now packaged in a more economical plastic cup so that it can attract consumers to buy petis extract.

All the creative behavior of fish processing efforts is carried out by fishing communities to obtain and increase income. fishing communities that engage in creative behavior earn around Rp. 4,000,000 - Rp. 5,000,000 / month. This income is income derived from the results of creative processing of fish into various processed products such as salted fish, fish meal, fish paste, shrimp paste. This income is the main income of the fishing community which will later be used to fulfill the needs of the family. The economic conditions of fishing communities that engage in creative behavior are classified as good because all basic needs can be fulfilled.

Initially the fishermen who carried out creative behavior were fishermen who sought fish in the sea because of the uncertainty of income and economic demands, so they turned to fishing communities who carried out creative behavior in processing fish caught in the sea into various

processed products that were beneficial for their families. Fishermen communities engage in creative behavior as well as go through a long process and make several attempts to find businesses that are more profitable. Until now, fishermen communities who have switched from their jobs as fishermen carry out creative behavior in processing fish caught from the sea to be made into various processed products.

Based on the explanation above showed that fishing communities in Kedungrejo Village, Muncar Sub-District, Banyuwangi District have already switched jobs from fishing in the sea and have now switched to creative behavior in processing fish. The creative behavior of fish processing in fishing communities in Kedungrejo Village consists of making salted fish, fish meal, fish paste, and shrimp paste. The community of fishermen doing creative behavior is assisted by family members because it can still be done by family members not having to use the help of others. The development of creative behavior of fishing communities in Kedungrejo Village is quite good. The development of creative business thanks to the development carried out by fishing communities. The fishing community is developing the creative behavior of fish processing that they have been doing so far with the aim of increasing production.

The development of creative behavior of fish processing in fishing communities includes increasing production and making other businesses and increasing product quality and improving product packaging. Therefore, now the fishing community is no longer dependent on income from fishing in the sea, but now they have relied on income from the creative behavior of processing the fish. The fishermen community performs this creative behavior because the income from fishing results is uncertain so they switch to other jobs with more certain opinions and less risk.

CONCLUSIONS

Based on the results of the study, there are already fishing communities in Kedungrejo Village, Muncar Sub-District, Banyuwangi District, who have shifted their work from fishing in the sea and have now switched to creative behavior in processing fish. The creative behavior of fish processing in fishing communities in Kedungrejo Village consists of making salted fish, fish meal, fish paste, and shrimp paste. The community of fishermen doing creative behavior is assisted by family

members because it can still be done by family members not having to use the help of others. The development of creative behavior of fishing communities in Kedungrejo Village is quite good. The development of creative business thanks to the development carried out by the fishing community both in quality and quantity. The fishing community is developing the creative behavior of fish processing that they have been doing so far with the aim of increasing production.

The development of creative behavior of fish processing in fishing communities includes increasing production and making other businesses and increasing product quality and improving product packaging. So that now the fishing community is no longer dependent on income from fishing in the sea, but now they have relied on income from the creative behavior of processing the fish. The fishermen community performs this creative behavior because the income from fishing results is uncertain so they switch to other jobs with more certain opinions and less risk.

The fishing community is expected to always think creatively to utilize the potential of fisheries in their area, especially in the Village of Kedungrejo, Muncar, Banyuwangi Regency. The potential of fisheries if utilized and managed properly will have a positive impact on the economy of the fishing community. For fishing communities who have carried out creative behavior in processing fish, they always have to continue to develop products that are made for the continuity of the production of these processed fish products.

Other researchers are expected to be able to carry out similar research, especially the creative behavior of fishing communities in other sectors besides the fish processing sector.

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Citation: Nanang Dwi Cahyono." *The Creative Behavior of Fishermen Communities in Kedungrejo Village, Muncar, Banyuwangi*". (2019) *International Journal of Research in Humanities and Social Studies*, 6(3), pp. 46-52

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