Implementation of Coastal Coastal Community Empowerment Program Policy in Labean Village, Balaesang District, Donggala District

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Abstract

There are indications of issues in the implementation of the Coastal Community Empowerment Program in Labean Village, Balaesang Subdistrict, facing challenges in evaluating concrete actions by the Social Affairs Office related to preventive, repressive, rehabilitative, and reintegrative efforts. The aim of this research is to analyze the Implementation of the Coastal Community Empowerment Program in Labean Village. This study utilized a qualitative approach with data collection techniques involving interviews, observations, and documentation with stakeholders such as the Social Affairs Office, village heads, community leaders, and related institutions to assess the strategies and evaluations conducted. The research findings show that communication strategies through direct meetings, print media, and social media have been successful in disseminating program information. Collaborations with village heads, community leaders, and a well-organized bureaucratic structure demonstrate strong efforts in supporting the program. However, the evaluation of concrete actions by the Social Affairs Office concerning preventive, repressive, rehabilitative, and reintegrative efforts needs further attention. In conclusion, there is a need for a focus on evaluating concrete actions and improvements in social evaluation strategies to ensure the sustainability and effectiveness of the Coastal Community Empowerment Program in Labean Village.

Keywords	Policy Implementation, Community Empowerment, Labean Village.

INTRODUCTION

Indonesian government regulations on sustainable management of marine and fisheries resources are reflected in Minister of Maritime Affairs and Fisheries Regulation No. 40/PERMEN-KP/2014. Over the last thirty years, development in coastal and marine areas has often been ignored in national economic policies, even though these areas have great economic potential, creating a paradox considering that around 70% of Indonesia's territory is geopolitically strategic seas. As a result of this lack of attention, coastal areas experience minimal fisheries infrastructure and increasing damage to marine and coastal ecosystems.

This condition has triggered greater efforts in current reforms to focus on the development of coastal areas which are significantly lagging behind. To deal with this problem, the Directorate of Coastal Community Empowerment seeks to improve the income and conditions of coastal communities by focusing on economic, institutional and socio-cultural aspects to improve their welfare.

However, even though there are empowerment programs, there are problems that need to be resolved. The distribution of aid appears uneven and there are still limitations in coastal communities' access to capital resources. These problems are the focus of research to understand why the Coastal Community Economic Empowerment Program has not had the expected impact in Labean Village, Balaesang District, Donggala Regency.

In this context, the research objective is to analyze the implementation of the coastal community empowerment program in Labean Village, Balaesang District, Donggala Regency. The formulation of the problem is how to implement the coastal community empowerment program in Labean Village, Balaesang District, Donggala Regency, and the aim is to analyze the implementation of the empowerment program. Previous research with the title "Implementation of the Coastal Community Empowerment Program in Girimukti Village, Bjonggambir District" may have focused more on historical or theoretical analysis related to coastal community empowerment programs. The focus may be on the conceptual framework of the empowerment program, its historical development, or initial evaluation of the program's implementation in that location. This research may provide a foundation or in-depth view regarding the empowerment program before further research is carried out as was carried out in Darnawati's research in Labean Village. This will enable further comparison and evaluation of changes, progress, or obstacles that occur in the implementation of empowerment programs at different times and in different locations.

LITERATURE REVIEW
Public Policy

According to Dye in Subarsono (2005:2), public policy is all the choices taken or not taken by the government. This concept includes the actions and inactions of governments when facing public problems. Public policy includes written regulations in the form of legislation and norms agreed upon without writing, such as conventions. Lewi in Winarno (2007: 175) divides public policy mandates into two aspects, namely those related to substance content and procedures.

Meanwhile, according to Anderson in Agustino (2012: 7), public policy is a series of actions intended and implemented by one or more actors to deal with a problem of concern. This definition emphasizes the action taken, not just a proposal or intention. This separates policy from simply a decision that is a choice from among existing alternatives.

Dye's definition underscores that public policy is made by government agencies, not private organizations, and concerns the choices that the government makes or not. Public policy is often broad and strategic, serving as a guide to specific policies and decisions that fall under it.

The government, through the policy making process, plays a role in managing social conflicts, organizing the bureaucracy to handle conflicts, and distributing symbolic awards and material assistance to the community. Substantial areas governed by public policy include defense, the environment, foreign issues, and a range of vital to less important issues.

Public Policy Implementation and Public Policy Implementation Models

Policy implementation is a crucial element in the overall policy process. Udoji in Mustari (2013: 127) emphasized that policy implementation is as important, perhaps even more important than policy making itself. Policies will only remain dreams or plans that will not come true if they are not implemented. So, the policy process does not end after its creation.

Policy implementation is basically a means to achieve the objectives of the policy. Lester and Stewart in Winarno (2002: 101-102) explain that policy implementation involves various elements such as actors, organizations, procedures and techniques that work together to realize the desired impact or goal. In other words, these are the actions that the government takes to achieve the goals set out in policy decisions. However, it is important for the government to evaluate the impact that the policy may have on society before implementing it, so that it does not conflict with or harm society.

In implementing policies, there are two approaches that can be used, namely through direct programs or derivatives of the policy itself (Nugroho, 2003: 158). This shows that policy implementation has two options, namely through concrete programs or through derivative policy formulation.

Implementation studies are studies of how a policy is implemented. In reality, policy implementation is a complex process, often involving political elements with interference from various interests. Bardach in Agustino (2012: 138) describes that making a policy look good on paper is much easier than implementing it in a way that satisfies all parties involved.

Wahab in Mustari (2013: 127) explains that implementation is an action carried out by individuals, officials, or groups from both the government and the private sector which is aimed at achieving the goals set in policy decisions. This illustrates that implementation involves a series of activities to achieve certain goals.

Policy Implementation Model

Policy implementation has been described through several models by Wibowo in Nugroho (2012: 690). The first model, Van Meter and Van Horn, describes implementation as a linear process from public policy, implementers, to policy performance. Factors that influence implementation include implementation activities, inter-organizational communication, implementor characteristics, economic, social, political conditions and implementor disposition. The second model, Grindle, focuses on the content of the policy and the context of its implementation. The success of implementation is determined by the degree of "implementability" of the policy as well as the factors within and around it. The third model, Mazmanian and Sabatier, links implementation to problem characteristics, program management structure, and external factors.

Edward III in Subarsono (2011: 90-92) introduced four variables that influence policy implementation: communication, resources, disposition, and bureaucratic structure. Each of these variables plays an important role in implementation success. Clear communication helps reduce distortion in implementation, sufficient resources increase effectiveness, good disposition of implementors supports policy implementation, and a good bureaucratic structure helps avoid obstacles in implementation.

Stoner in Nugroho (2003: 164) provides practical guidance for policy implementation, starting from determining whether a policy requires derivative policies, formulating procedures, resource allocation, to evaluating implementation.

Procurement of goods and services, as explained by Sutedi (2012: 7), is a process that includes all stages from planning, preparation, determining the auction winner, to the

implementation stage and administrative process. Presidential Regulation Number 12 of 2021 explains that procurement of goods and services is the activity of obtaining goods or services by various institutions whose process starts from planning to completion.

So, policy implementation has several models and factors that influence it, while procurement of goods and services includes the process of obtaining goods or services by various institutions, as regulated by certain regulations.

METHOD

According to Woody in Nazir (2011:13), it is a critical method in searching for truth, involving the stages of definition, hypothesis, conclusion and testing. Sugiyono (2012:1) explains research methods as a scientific approach to obtaining data that is in accordance with the stated objectives. In this context, descriptive qualitative research was carried out at the Goods/Services Procurement Management Unit at Tadulako University.

Descriptive qualitative research, as explained by Arikunto (2010:3), aims to explore reality for a deeper understanding. This approach uses data collection techniques such as observation, interviews and documentation. Primary data was obtained through direct interviews and observations, while secondary data was taken from related documents.

Data analysis is a key aspect in this research, involving stages of data reduction, display, as well as drawing conclusions and verification. Triangulation techniques were used to strengthen the validity of the data by comparing the results of interviews, observations and collected documents. All of these analysis processes are interrelated and support each other during the research process.

In this research, the focus on descriptive qualitative methods with specific data collection and analysis techniques provides a basis for exploring the reality in the area of Balaesang subdistrict, Donggala regency.

RESULTS AND DISCUSSION

Labean Village, located in Balaesang District, Donggala Regency, Central Sulawesi Province, has the potential for natural resources, human resources, development, social culture, geography and infrastructure which can be the basis for village development and development. From these various aspects, the following is a summary of the potential that Labean Village has:

Labean Village has a variety of natural resources, including extensive agricultural land, coastal areas, mangrove forests, coconut plantations and forests. These natural resources include significant amounts of sand, rivers, waterfalls and forests.

The population of Labean Village reaches 3,735 people, with the majority of residents depending on agriculture and fishing as the main source of income. Human resources data includes information about population, employment, education level and number of poor people.

Labean Village has basic infrastructure such as a village office, village roads, educational infrastructure (school, library), health infrastructure (puskesmas, posyandu),

economic infrastructure (village market, fish shelter), as well as religious and cultural infrastructure.

In addition to organizational structures such as LPM (Community Empowerment Institute), traditional institutions, and PKK (Family Welfare Empowerment), Labean Village also has arts and sports activities, as well as maintained security conditions with the number of Linmas members and recorded criminal incidents.

The area, number of hamlets, regional boundaries, topography, hydrology, climatology, typology, and the area of agricultural land and non-rice fields are information that describes the geographical condition of this village.

Information about village facilities and infrastructure includes village offices, school buildings, places of worship, bridges, village markets, health infrastructure, security posts and other facilities that support community activities.

This data provides a comprehensive picture of the potential and condition of Labean Village from various aspects which can be a basis for planning future development and development of the village.

In each fiscal year, the university routinely allocates activities for the procurement of goods and services. This research examines the various dimensions and challenges faced in the implementation of the Coastal Community Empowerment Program in Labean Village by the Social Service. In order to comprehensively understand performance and the obstacles that may arise, the analysis focuses on key aspects, which include:

1. Communication: Exploring the extent to which the Social Service interacts with target groups and the community regarding this program. Emphasis is placed on conveying regulatory and policy information with the aim of understanding the obstacles in building effective communication and the efforts that have been made to avoid misinterpretations.

2. Resources: Look in detail at the resources that the Social Service has in carrying out the main functions related to this program. Here, the focus is on the obstacles or limitations that influence policy implementation, as well as the steps taken to overcome these obstacles.

3. Implementing Attitude: Examining the attitudes of policy implementers in this program and evaluating their commitment, integrity and concrete actions that have been taken to support preventive, repressive, social rehabilitation and social reintegration aspects.

4. Bureaucratic Structure: Analyze the bureaucratic structure in the Social Service, including the formation of the sections that have been carried out and the obstacles that may arise that have an impact on the implementation of this policy.

It is hoped that a detailed analysis of these aspects can provide a more complete picture of the dynamics of policy implementation for the Coastal Community Empowerment Program in Labean Village, and become the basis for recommendations that can be implemented to increase effectiveness and active involvement in realizing the program's objectives.

Communication

According to information from Masni, Haji Muhammadong, Mansur, Suaib, and Fadli Tahir, communication between the Social Service and the Labean Village community regarding the Coastal Community Empowerment Program was carried out through several methods. Face-to-face meetings are the primary approach, allowing for in-depth explanations and two-way interaction. Apart from that, the Social Service uses print media such as flyers, brochures and posters which are placed in strategic locations in the village. They also use social media and short messages to convey information.

However, there are obstacles that hinder the effectiveness of communication, such as low literacy levels among the community and limited access to technology. To overcome this, direct outreach efforts have been made, detailed explanations in simple language, and strengthening two-way communication to ensure accurate understanding.

The research results concluded that direct meetings, the use of print media and social media were effective in conveying information. However, the problem of low literacy and limited access to technology is still an obstacle. Therefore, it is recommended to provide literacy training to the community, partner with local institutions, and consider alternative communication media such as community radio to increase communication effectiveness.

By identifying aspects that have been effective and those that have not, the Social Service can improve their communication strategy, ensure better understanding, and achieve the goal of empowering the Labean Village community more effectively and inclusively.

Resource

Resources are an important thing that influences the success of implementation. The results of interviews with several informants highlight several resources owned by the Social Service in carrying out the Coastal Community Empowerment Program in Labean Village:

1. Human Resources: The team of Social Service members such as Masni, Haji Muhammadong, Mansur, and Usman are an important part in implementing this program. They have knowledge and skills that are relevant to the social sector and community empowerment.
2. Networking and Collaboration: Collaboration with village heads, community leaders, and related agencies such as the Maritime Affairs and Fisheries Service shows the potential for strong cooperation. This plays a role in increasing the effectiveness of the program through additional support and access. Although the information collected provides a fairly complete picture, some aspects are still not clearly revealed.
3. Specific Information about Support for Certain Functions: Details about the support resources needed to carry out preventive, repressive, rehabilitation and social reintegration tasks are still not available in the interview.
4. Possible Obstacles or Limitations: Although there is no specific information regarding obstacles that influence policy implementation, this could be due to limited information obtained from the informants mentioned.

Analysis of the interview results shows that quality human resources and a strong collaboration network have proven effective in supporting coastal community empowerment

programs. However, there is a need to obtain further or more
detailed information, especially regarding resource support for certain functions and potential obstacles that may occur.

Disposition

The results of interviews with the informants mentioned did not provide specific information about the attitudes of policy implementers regarding commitment, honesty and democratic nature in implementing the Coastal Community Empowerment Program in Labean Village.

There are no concrete details describing individual attitudes towards the implementation of this policy. The information provided does not allow us to analyze with certainty what their attitudes are in terms of commitment, honesty or democratic approach to the policies being implemented.

Likewise, the interview results do not provide sufficient information to show concrete actions that have been taken by the Social Service as the institution responsible for carrying out preventive, repressive, social rehabilitation and social reintegration efforts in the context of the program.

Thus, the conclusions from the results of this interview cannot provide a clear picture of individual attitudes towards specific policies or actions that have been taken by the relevant institutions in implementing the program. This shows that the data obtained from interviews is still limited in providing a comprehensive picture of aspects of individual attitudes or concrete actions in policy implementation.

Bureaucratic Structure

Procurement of goods and services is aimed at government efforts to meet needs. In the results of interviews, various parties revealed important aspects related to the implementation of the Coastal Community Empowerment Program in Labean Village:

1. Division of Duties in the Bureaucratic Structure: There are sections within the Social Service that have specific responsibilities related to designing and implementing empowerment programs, coordinating stakeholders, and monitoring and evaluating policy implementation. This helps focus and coordination in running the program.
2. Obstacles Faced: One of the main obstacles is limited human resources. The Social Service has a limited number of staff and lacks personnel who have special skills in the field of coastal community development. These limitations affect the planning and implementation of empowerment programs.
3. Inter-Agency Coordination: The lack of effective coordination between the Social Service, Maritime Affairs and Fisheries Service, and Baaesang District affects synergy in implementing empowerment policies. Closer cooperation is needed to ensure the program runs synergistically and is well coordinated.
4. Stakeholder Views: The views of village heads, community leaders and other related parties highlight the importance of solid cooperation between various parties regarding

the successful implementation of policies. However, budget challenges are also recognized as constraints that limit the resources that can be provided.

5. Clear Division of Duties: The existing bureaucratic structure allows the identification of clear roles in implementing the program. This helps in focus and coordination in running the program.

6. Collaboration with Related Parties: Efforts to collaborate and build partnerships with various agencies demonstrate commitment to supporting coastal community empowerment programs.

7. Inter-Agency Coordination: Challenges in achieving effective coordination between agencies and related agencies affect program synergy and sustainability.

8. Limited Resources: Limited human resources, especially in special skills in coastal community development, are the main obstacles that require improvement.

To increase the effectiveness of coastal community empowerment programs, it is important to focus on improving inter-agency coordination and improving the quality of human resources involved in coastal community development. This will strengthen program implementation and ensure continuity and greater impact in community empowerment efforts in Labean Village.

Based on the results of the interview you presented, there are several aspects that can be analyzed using the SWOT approach (Strengths, Weaknesses, Opportunities, Threats) to evaluate the implementation of the Coastal Community Empowerment Program in Labean Village.

1. Communication

Strengths: Direct meetings, print media and social media have proven effective in conveying information related to the program. The Social Service has made efforts such as direct counseling and detailed explanations to overcome barriers to literacy and low access to technology. Weaknesses (Limitations): The problem of low literacy and limited access to technology is still an obstacle. It is recommended to provide literacy training to the community, partner with local institutions, and consider alternative communication media such as community radio.

2. Resource

Strengths: Quality human resources and a strong collaboration network have supported the program well. Weaknesses: Specific information about resource support for certain functions is still lacking, there is also no specific information about obstacles that influence policy implementation.

3. Disposition, Weaknesses: There is no specific information regarding the attitudes of policy implementers regarding commitment, honesty and democratic nature in implementing the program. Likewise, there is not enough information to show concrete actions that have been taken by the Social Service.

4. Bureaucratic Structure

Strengths: Clear division of tasks and collaboration with related parties shows commitment in carrying out the program. Weaknesses: Challenges in inter-agency coordination and limited human resources are obstacles that need to be overcome.

Opportunities: Literacy training is needed for the community to increase understanding regarding the program.

Potential for further collaboration with local institutions to support the program. Provision of more detailed information and better involvement of related parties.

Threats: The possibility of information gaps that can affect public understanding and participation. Potential lack of support or obstacles in procuring resources that could affect program implementation.

From this analysis, it appears that the program has a strong foundation with varied communication efforts, but there is still room for improvement in terms of coordination, more detailed information, and resource support. Considering opportunities and addressing emerging threats will help the program achieve greater success in empowering the community in Labean Village.

CLOSING
Conclusion

In implementing the Coastal Community Empowerment Program in Labean Village, various strategies have proven successful. A communication approach involving direct meetings, the use of print media, as well as the use of social media and short messages has been effective in disseminating information about this program to the public. Meanwhile, the success of the program is also supported by the presence of quality human resources and solid collaboration with village heads, community leaders and related agencies. A well-organized bureaucratic structure has also played an important role in running this program smoothly.

However, evaluation of concrete actions carried out by the Social Service in preventive, repressive, rehabilitation and social reintegration efforts is still an area that needs further attention. This aims to ensure the continuity and effectiveness of the program as a whole.

Thank-you note

Thank you very much for the help and support you have provided. Your togetherness and contribution mean a lot to us. Without your help, this achievement would not have been possible. Thank you for your kindness and hard work that has brought positive change. May the kindness you give return to you manyfold. Thank you very much.

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