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Ecology - Based Coastal Community Empowerment Innovation in Batu Beriga Village, Central Bangka Regency

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Abstract: The coastal area is a part that is rich in the potential of marine and coastal resources that can be developed properly. Talking about the coast can not be separated from the existence of people living in coastal areas, since long ago people have also depended on the use of natural resources around the coast and the sea. Over time, the lives of coastal communities have deteriorated and until now coastal communities are identically known as marginalized communities. This condition is accompanied by coastal communities who have not been able to manage marine and coastal resources optimally. This is because the touch of knowledge about the use of resource development in coastal areas is very minimal, As a result, the community does not know how to manage the potential of marine and coastal resources that are more effective and innovative. Therefore, the active role and concern of the government can certainly reduce the powerlessness of coastal communities with the limited capabilities that the community has so far so that coastal communities can get out of the state of powerlessness. which is characterized by the condition of marginalized society. The purpose of this research is to analyze how the form of ecological-based coastal community empowerment is, as well as to find out the implications of ecological-based coastal community empowerment programs, and identify what are the opportunities and challenges in ecological-based coastal community empowerment in Batu Beriga Village, Central Bangka Regency. This study uses the concept of empowerment by Jim Ife as the basic foundation of the research. Regarding the concept of empowerment, according to Jim Ife, with regard to community empowerment, it is providing resources, opportunities, and knowledge to residents to improve their abilities. Empowerment is defined as an effort to provide power (empowerment) and strengthening (strengthening) to the community. This concept has a close relationship with two main concepts, namely (power) which means power and (disadvantaged) which means inequality. The method used in this research is descriptive qualitative with the primary data source coming from unstructured interviews with 15 informants. The informants consisted of 3 village officials, 5 community members, 3 tourism awareness groups in Batu Beriga Village, 2 staff from the Environment and Forestry Service (DLHK) of the Bangka Belitung Islands Province, 2 staff from the Ministry of Environment and Forestry (KLHK) of the Bangka Belitung Islands Province. The results of this study indicate that the empowerment of the Batu Beriga Village community is carried out based on environmental care. The form of community empowerment based on ecology is a manrove planting labor-intensive program. The implication of the program is that it can have a positive impact on social, economic, and environmental aspects, opportunities that occur. The results of this study indicate that the empowerment of the Batu Beriga Village community is carried out based on environmental care. The form of community empowerment based on ecology is a manrove planting labor-intensive program. The implication of the program

is that it can have a positive impact on social, economic, and environmental aspects, opportunities that occur. The results of this study indicate that the empowerment of the Batu Beriga Village community is carried out based on environmental care. The form of community empowerment based on ecology is a mangrove planting labor-intensive program. The implication of the program is that it can have a positive impact on social, economic, and environmental aspects, opportunities that occur namely opportunities for mangrove ecosystem rehabilitation and economic recovery opportunities. However, there are challenges such as conflicts of interest, lack of public awareness, and low human resources (HR).

Keywords: Brand Image, Price, Packaging Design, Purchase Decision, Business Marketing, Pixy Cosmetics.

1. Preliminary

Innovation is the process of thinking and implementing an idea that has elements of novelty and usefulness. In community empowerment activities, innovation means the process of thinking about and implementing an activity by assistants or the manager of a policy to meet the interests of the community that has elements of novelty and benefit.

The manager of a policy or empowerment who has served in the community for a long time certainly needs nature that can stimulate his way of thinking in order to find new and useful things for the benefit of the community. External support is instrumental input that is very useful in formulating a policy, for example events in the community, needs, problems and potential of the community, campus elements, NGO activists, other civil society groups, and so on are potential factors that play a role in assisting the formulation of the formulation. good and useful policy.

Thus, strengthening innovation is one of the most important factors in community empowerment in order to build the community's economy and increase the competitiveness of the region itself.

Thus the empowerment of coastal communities can be said as a formal and informal activity that is carried out systematically and involves various components of government, private, and other organizations. In addition, community empowerment is also an activity to provide strength and ability to the community and its environment.

In line with this problem, community empowerment, in this case, is an effort to increase the

dignity of groups of people who are in a powerless condition, so that they can escape the trap of poverty and underdevelopment. The basic pattern of empowerment mandates the need for power and suppresses partiality to groups that are powerless. In conditions like this, the role and policies of the government are very important in alleviating poverty by restoring the economy of coastal communities. But also governance that touches the management of public resources. So that people living in coastal areas have a good level of welfare (Suharto in Ustratul Hasanah 2005:58). Public policy is a step taken by the government in carrying out its government duties, the result of the political process that runs in the administration of the state (Anggara, 2014). According to Dunn (2003), the stages of public policy include agenda setting, policy formulation, policy adoption/legitimacy, and policy assessment/evaluation. Policy evaluation is not only carried out at the final stage. the result of the political process that runs in the administration of the state (Anggara, 2014). According to Dunn (2003), the stages of public policy include agenda setting, policy formulation, policy adoption/legitimacy, and policy assessment/evaluation. Policy evaluation is not only carried out at the final stage. The result of the political process that runs in the administration of the state (Anggara, 2014). According to Dunn (2003), the stages of public policy include agenda setting, policy formulation, policy adoption/legitimacy, and policy assessment/evaluation. Policy evaluation is not only carried out at the final stage.

Therefore, every implementation of community empowerment needs to be based on certain work strategies for its success to achieve the desired goals. Strategy in this case is defined as certain steps or actions that are carried out in order to achieve a program. Therefore, local government policies emerged in this case, especially in the Bangka Belitung Islands Province to restore the economy of coastal communities through the National Economic Recovery (PEN) programs of mangrove planting as an alternative and the best strategy in an effort to empower coastal communities in order to restore the economy of communities experiencing hardship and loss of income. When talking about the living conditions of coastal communities, namely as one of the areas that is the most synonymous with poverty, it is left behind so that it cannot be said to be prosperous. So empowerment, human resource management, income distribution, poverty alleviation, and economic growth

are very important to pay attention to in order to minimize the opportunity for problems in the community's ability to mobilize and restore their economy.

Management of coastal and marine resources in Batu Beriga Village is one of the small factors in the problem of poverty and underdevelopment that is rarely realized by many people. The marine sector which is a good economic opportunity can be said to have failed in providing welfare for coastal communities who depend their lives on the potential of these natural resources whose access is still open. Whereas the marine sector is a good and strategic economic potential for people living in coastal areas. When viewed based on the value of the natural potential of the coastal area in Batu Beriga Village, Central Bangka Regency, the coastal community there can live a prosperous life, with an area that has a wide potential of marine water resources, and is famous for coastal tourism. Central Bangka Regency also has good mangrove tourism potential, if managed and utilized optimally. However, the low level of human resources has an impact on the weak level of community knowledge in managing the existing coastal and marine potentials. This condition is accompanied by deteriorating economic conditions and very limited selling power of marine products, causing the economic activity of coastal communities in this area to decline, it can even be said that the community is powerless in the midst of current conditions with limited ability and knowledge in producing and managing resources that are scarce. exist, making the economic conditions of coastal communities decline and become difficult. when managed and utilized optimally. However, the low level of human resources has an impact on the weak level of community knowledge in managing the existing coastal and marine potentials. This condition is accompanied by deteriorating economic conditions and very limited selling power of marine products, causing the economic activity of coastal communities in this area to decline, it can even be said that the community is powerless in the midst of current conditions with limited ability and knowledge in producing and managing resources that are scarce. exist, making the economic conditions of coastal communities decline and become difficult. when managed and utilized optimally. However, the low level of human resources has an impact on the weak level of community knowledge in managing the existing coastal and marine potentials. This condition is accompanied by

deteriorating economic conditions and very limited selling power of marine products, causing the economic activity of coastal communities in this area to decline, it can even be said that the community is powerless in the midst of current conditions with limited ability and knowledge in producing and managing resources that are scarce. exist, making the economic conditions of coastal communities decline and become difficult. The low level of human resources has an impact on the weak level of community knowledge in managing the existing coastal and marine potentials. This condition is accompanied by deteriorating economic conditions and very limited selling power of marine products, causing the economic activity of coastal communities in this area to decline, it can even be said that the community is powerless in the midst of current conditions with limited ability and knowledge in producing and managing resources that are scarce. exist, making the economic conditions of coastal communities decline and become difficult. The low level of human resources has an impact on the weak level of community knowledge in managing the existing coastal and marine potentials. This condition is accompanied by deteriorating economic conditions and very limited selling power of marine products, causing the economic activity of coastal communities in this area to decline, it can even be said that the community is powerless in the midst of current conditions with limited ability and knowledge in producing and managing resources that are scarce. exist, making the economic conditions of coastal communities decline and become difficult.

Based on this problem, the deteriorating economic conditions due to the impact of the COVID-19 pandemic that has hit the world in recent years have made it increasingly difficult for the people of Batu Beriga Village to earn income. Therefore, the regional government of the Bangka Belitung Islands Province together with related agencies carries out ecological-based coastal community empowerment, namely the mangrove planting program as a form of policy implementation, as well as environmental awareness with opportunities for mangrove ecosystem rehabilitation and economic recovery opportunities for people living in coastal areas. In this regard quoting from babelprov.go.

In general, the Mangrove Planting Intensive Program is an empowerment program for the underprivileged and unemployed or who have lost their income due to the impact of the pandemic. This activity

involves the community in a sustainable development process, in this case the aim is to provide cash assistance in the form of labor wages to the community. In addition, this program is also greatly utilized as a reforestation effort in coastal areas in Bangka Belitung, in this case, especially in Batu Beriga Village, Central Bangka Regency. This activity is a form of government concern for environmental conditions with environmental conservation efforts through mangrove rehabilitation, so that coastal ecosystems are maintained. Because in essence environmental problems are not considered separate from other problems. Thus, environmental problems are as important as solving social, economic, and political problems which are interrelated with each other. Therefore, with this program, the government fully hopes that the role and participation of the community will be so that the objectives of the program can be achieved.

However, the Padat Karya program in Batu Beriga Village has not been fully realized evenly, this is because there are several challenges and or obstacles that occur in it, namely due to a conflict of interest between the program manager and the empowered community, and human resources (HR). Batu Beriga Village community is still relatively low, besides the lack of public awareness in participating in the implementation of the Mangrove Planting Intensive Program, so that empowerment in this case is considered slow to achieve success.

The essence of community empowerment here is to build the ability to empower the community towards a better direction in a sustainable manner. Therefore, empowerment or development of coastal communities in particular, is an effort to provide choices to the community so that people are able to choose something that is useful for themselves, for that every empowerment is directed to increase dignity. So as to make a society that is advanced in various aspects, through the Mangrove Planting Intensive Community Empowerment program, the goal is to make the community more prosperous, independent, create a sense of caring for the environment, able to work well together and can reduce unemployment, and poverty rates according to the hope.

Thus, empowering coastal communities through an approach to the community is also very important, in this case, by providing a series of debriefing processes through socialization to the community in order to provide insight into the importance of the Mangrove Planting Intensive Program and make the

community understand the importance of maintaining a sustainable environment. After that, a process of grouping people who want to carry out a mangrove planting program is carried out according to the location and type of mangrove planting activity, as well as providing knowledge about the care of the planting results carried out and conducting mentoring (Assistance) and monitoring (Monitoring) of the planting results which aims to ensure condition of mangroves, so that it can measure the success and objectives of the program being carried out.

Based on the explanation above, the researchers also conducted a study related to Ecology-Based Coastal Community Empowerment in Batu Beriga Village, Central Bangka Regency. Looking at the form of ecological-based coastal community empowerment, then what are the implications of the ecology-based empowerment program for the community, as well as what are the opportunities and challenges in ecological-based community empowerment in Batu Beriga Village, Central Bangka Regency.

2. Research Methods

Types of research

In this study, the use of a descriptive qualitative research design is considered relevant for conducting studies on ecological-based coastal community empowerment. According to Martono (2015: 212), qualitative research is research that seeks to analyze social life by describing the social world from the point of view or interpretation of individuals (informants) in a scientific setting. In other words, descriptive qualitative research is analyzing, describing, and summarizing data from field findings in the form of interviews or observations about the problems studied.

Research Time and Place

The time in this study is from March 2022 to April 2022. The location of the research that will be carried out by researchers is in Central Bangka Regency, which is precisely in Lubuk Besar District and the location is in Batu Beriga Village to make it easier for researchers to go out into the field.

Target/Research Subject

The subjects in this study are people, places (villages or places related to the title of the researcher). The subjects of this research are parties related to Ecology-Based Coastal Community Empowerment, Village Heads, Communities, and also the Regional Government of the Bangka Belitung Islands Province. The technique in determining the informants themselves aims to make it easier for researchers to

determine informants and not to make the whole community as informants.

Procedure

Informants themselves are people who can provide information about the situation and conditions related to the title of the researcher, namely Ecology-Based Coastal Community Empowerment in Batu Beriga Village, Central Bangka Regency. After that, to obtain the informants, the researcher conducted through purposive sampling in accordance with the title of the researcher. Data collection researchers used data collection in the form of observations, interviews, and documentation.

A. Deep interview

Data collection techniques using in-depth interviews are data collection techniques in which researchers conduct questions and answers to informants. So it is hoped that the results of the interviews with various parties will get relevant results and have been tested for the truth of the data. In this study, the purpose of the interview was so that the questions asked were correct and could be easily reprocessed by the researcher.

Winterview. Martono (2015:362), defines interview as a data collection technique which is done by asking questions orally to someone (informant). Based on this definition, the interview technique referred to in this study is in the form of a question and answer process that the researcher conducted with informants consisting of the Village Apparatus, the Forestry and Environment Service. Life of the Bangka Belitung Islands Province, the Ministry of Environment and Forestry of the Bangka Islands Province Belitung, and Batu Beriga Village community.

B. Observation

Data collection technique using observation is a technique that collects data using direct observation and also makes notes that are relevant to Ecology-Based Coastal Community Empowerment in Batu Beriga Village, Central Bangka Regency.

The observation technique in this study is a non-participant observation technique or commonly referred to as a non-participant observation technique. In this regard, the observation referred to in this study is a data collection technique, in which researchers make direct observations of the daily conditions of coastal communities in Batu Beriga Village.

Furthermore, the researchers also looked at how the community responded to the Ecology-Based Coastal Community Empowerment activities.

C. Documentation

Data collection techniques in the form of documentation are data collection techniques carried out by collecting various documents related to research problems (Martono, 2015: 80). In this study, documentation refers to data sourced from books, journals, online media, to regional publication documents related to coastal community and environmental issues. The data obtained through this documentation technique are used as secondary data or research supporting data to add data or information in this study.

Data, Instruments and Data Collection Techniques

The sources of data or information used for this research are primary data and secondary data. Primary data is a collection of information obtained by researchers directly from the research location through the first source (informants, through interviews) or through observations made by the researcher (Martono, 2015:65). With regard to the explanation, the primary data in this study refers to the results of interviews and direct observations of researchers related to the problems of the fishing community in Sungailiat. In this case, primary data serves as the main data source. Finally, secondary data itself is obtained from supporting sources as well as additional sources such as books, regulatory documents and others related to the title of the researcher, namely Ecology-Based Coastal Community Empowerment in Batu Beriga Village, Central Bangka Regency.

Data analysis technique

Of all the data that has been collected by researchers to answer the formulation of the problem. With this, the data that has been collected is analyzed using qualitative techniques which still involve numbers. These steps are data reduction, which is raw data that can be selected and sorted because it is still diverse to be grouped into the main issues according to the research focus. With the aim that the data that has been grouped is easy to observe. Presentation of data is data that has been processed and obtained by researchers in the form of tables, graphs, matrices, graphs and so on. The goal is for researchers to easily learn the data easily. And finally the conclusion is the stage for making decisions on research questions in which the data has been compiled by researchers.

3. Results and Discussion

Public policy is a step taken by the government in carrying out its government duties, the result of the political process that runs in the administration of the state (Anggara, 2014). According to Dunn (2003), the stages of public policy include agenda setting, policy formulation, policy adoption/legitimacy, and policy assessment/evaluation. Policy evaluation is not only carried out at the final stage. This is then reinforced by the opinion of Winarno (2013), Winarno said that policy evaluation is carried out to see the extent to which the policies made have been able to solve problems and provide the desired impact.

Based on some of the explanations above, the policies presented in the community empowerment and village development program in this case especially Batu Beriga Village need to be evaluated to find out the desired results and impacts according to the objectives of a policy program, hereby can be used as a reference for public policy making needed the existence of a criterion to measure the success of the public policy. This is as Dunn (2003) said, the evaluation criteria consist of effectiveness, efficiency, adequacy, alignment, responsiveness, and accuracy.

With regard to this opinion, it is to find out the policies of the Regional Government, especially the Province of the Bangka Belitung Islands in implementing the program which is the result of a policy that aims as a form of ecological-based community empowerment, in this case especially in Batu Beriga Village, Central Bangka Regency which is one of the villages located in Central Bangka Regency. in the coastal area with the potential of abundant natural resources, therefore it is very suitable for the development of the village in order to raise the socio-economic life conditions of the people in the region. Therefore,

In connection with this argument, to find out how far a policy program that has been implemented in Batu Beriga Village has been, it can first be seen from the form of an empowerment program, then what are the implications for socio-economic and environmental conditions that can be generated from the implemented policy program. , and what are the opportunities and challenges in the policy program. After evaluating the results of the policy in an empowerment program, it can be seen how far the success and benefits contained in the policy made against the target of a policy. With this, in order to be able to find out the final result of the policy made, whether it is in accordance with the objectives or not

yet can be said to be in accordance with the objectives of the policy.

Thus, to find out the extent of the policies that have been carried out in Batu Beriga Village as a coastal area, it can be seen from the form, implications, as well as opportunities and challenges contained in an ecology-based community empowerment policy as follows:

3.1. Intensive Work Mangrove Planting as a Form of Ecology-Based Coastal Community Empowerment in Batu Beriga Village, Central Bangka Regency



Figure 1. Location of the Mangrove Planting Intensive Program Implementation in Batu Beriga Village

Community empowerment can be linked as a formal and informal activity, which is carried out systematically and involves various organizational components. In addition, community empowerment is also an activity to give strength and ability to the community and the environment.

Therefore, a number of programs and activities are needed, both directly from the community and from the government, which have been taken into account in a policy. Based on the Joint Decree of the four Ministers, namely the Minister of Home Affairs, the Minister of Finance, the Minister of Villages for the Development of Disadvantaged Regions, and the Minister of National Development Planning/Head of the National Development Planning Agency (PPN/Bapennas) Number: 140-8698 of 2017, Number: 954/Kmk. 07/2017, Number: 116 of 2017, Number: 01/SKB/M.PPN/12/2017 concerning the alignment and strengthening of policies to accelerate the implementation of Law Number 6 of 2014 concerning Villages. With the scope of (1) development of villages and rural areas (2) allocation, distribution and implementation of village funds,

In the Ministerial Decree-4 it is stipulated that the Ministry of Villages, Development of Disadvantaged Regions and Transmigration shall: 1) Strengthen professional companions to: a. Assisting the

implementation of cash labor-intensive programs in the village; b. Collaborating with other facilitators for poverty alleviation programs; 2) Refocusing the use of Village Funds on 3 (three) to 5 (five) types of activities according to the needs and priorities of the Village, through coordination with relevant ministries; 3) Facilities in the use of village funds that must be used at least 30% (thirty percent) to pay the wages of the people who participate in the village development process; 4) work wages are paid daily or weekly in the implementation of activities financed by the Village Fund;

In general, the notion of a program is a set or collection of written instructions made by a programmer or an executable part of a software. People who make programs are often referred to as programmers or programmers and the activity of making programs is called programming. According to (Anwar Harjono) a program is a sequence of instructions to run a computation. (Saifuddin Ansari) Program is a detailed list of events and efforts to be carried out.

Cash for work is an activity to empower rural communities, especially the poor and marginal, which is productive in nature by prioritizing the use of local resources, labor, and technology to provide additional wages/income, increase purchasing power, reduce poverty, and at the same time support reduction in stunting. Through the Intensive Work Program, now the Regional Government of the Bangka Belitung Islands Province and related agencies are utilizing the program prioritized by the central government in economic recovery through mangrove planting as an alternative and the best strategy in empowering coastal communities.

3.2. Implications of Ecology-Based Coastal Community Empowerment Program in Batu Beriga Village, Central Bangka Regency

Implications of the National Economic Recovery Program (PEN) in Batu Beriga Village, Central Bangka Regency, has a very large impact and benefit for the community, both direct and indirect benefits. The labor-intensive work of mangrove planting in general, the national economic recovery (PEN) is one of the government programs that prioritizes sustainable development and the economic recovery of coastal communities due to the impact of the corona virus outbreak that hit Indonesia in recent years and caused a weakening of the economy, especially in the Bangka region. Belitung itself.

This then has a direct impact that can be felt by all elements of the Bangka Belitung community with difficult economic conditions and job losses due to the impact of the outbreak, with this the government then tries to overcome the economic problems that experienced a slump by issuing empowerment policies through the national economic recovery program (PEN) as a form of community economic recovery in the midst of current difficult conditions, which is then handed down to local governments as program managers in their respective regions. The impacts that can be generated from ecological-based coastal community empowerment activities are:

- a. Developments in the economic aspect with the existence of an ecological-based coastal community empowerment program in Batu Beriga Village, in this case, can be felt more or less by the community. This can be seen from the existence of community empowerment efforts by providing people with jobs, thus the program directly has an impact on reducing the unemployment rate, besides that the program also provides cash wages to the community, this is certainly an economic income for people who are empowered as a source of income. form of driving force as well as restoring the economic condition of the community.
- b. In terms of socio-political aspects, the implications of the labor-intensive National Economic Recovery (PEN) program for mangrove planting on socio-political conditions are the program in order to implement policies and programs that are prioritized by the central government in seeking to improve social welfare in the community and improve the quality of life. life that can be seen from the increase in knowledge and awareness as well as labor productivity, with the availability of new jobs in the form of rehabilitation of the coastal environment.
- c. Furthermore, the implications of the coastal community empowerment program on environmental aspects can also have a positive impact on the environment obtained from the labor-intensive National Economic Recovery (PEN) program for mangrove planting, namely as a form of concern for the government and the community who are empowered to environmental conditions, due to environmental conditions. A sustainable ecosystem can serve as the main chain of support for the balance of the coastal ecosystem of Batu Beriga Village, this is what the government and managers hope for so that the environment can play

a role as it should. As we all know that the island of Bangka is very famous for its local wisdom, namely the mangrove ecosystem,

3.3. Ecology-Based Coastal Community Empowerment Opportunities in Batu Beriga Village, Central Bangka Regency

A. Land Rehabilitation Opportunities

The coastal area of Batu Beriga Village is an area that has biodiversity, where there are many organisms that live in it. This area is an area that is heavily overgrown with mangrove plants, as is known in general, coastal areas are very identical with mangrove trees, because coastal areas are sandy places and tend to be muddy, therefore it is very suitable for mangrove ecosystems to thrive. Ecologically, mangroves are marine biota and are spawning grounds for fish that live in the open sea. Besides having a huge impact on the marine environment, mangroves are also very influential on the survival of people living in coastal areas.

This is because when the mangrove ecosystem is preserved, it will certainly benefit the coastal communities in Batu Beriga Village. This is because if the condition of the ecosystem is balanced, it will allow the marine life in it to be abundant, so that it can be utilized by people who mostly work as fishermen to support their daily income.

As it is well known that coastal areas are areas that are often the center for implementing empowerment programs because people living in coastal areas are known as marginalized communities, therefore in this case as stated in the Minister of Forestry Regulation Number 03/MENHUT-V/ 2004 concerning efforts to rehabilitate the function of degraded mangrove forests to conditions that are considered good and capable of carrying out ecological and economic functions.

Forest and land rehabilitation, hereinafter abbreviated as RHL, is an effort to restore, maintain and improve forest and land functions in order to increase their carrying capacity, productivity and role in life support systems. In addition, rehabilitation is also a form of coastal environmental management by preserving mangrove forests damaged by natural and human-induced physical factors. This approach implies that the relationship between humans and the environment is mutually dependent on each other and is very closely related, this is not only the management of natural and cultural communities that are less friendly to the environment by using natural resources excessively and paying less attention to the impacts

generated from the environment. In an effort to support sustainable coastal environmental management, the government hereby prioritizes community empowerment by forming a community empowerment policy by involving the environment as one of the supporters of program implementation. The mangrove planting is carried out in an effort to improve environmental conditions as well as a form of carrying out community empowerment programs in this case, especially in coastal areas. With this program, it is hoped that it can be put to good use for coastal communities. The mangrove planting is carried out in an effort to improve environmental conditions as well as a form of carrying out community empowerment programs in this case, especially in coastal areas. With this program, it is hoped that it can be put to good use for coastal communities. The mangrove planting is carried out in an effort to improve environmental conditions as well as a form of carrying out community empowerment programs in this case, especially in coastal areas. With this program, it is hoped that it can be put to good use for coastal communities.

B. Economic Recovery Opportunity

In addition to opportunities in the field of ecology, namely the rehabilitation of mangrove ecosystems in the coastal area of Batu Beriga Village which is the basis of an ecology-based community empowerment program, the economic context is also a factor that becomes an opportunity in the community empowerment program living in the coastal area. This will then encourage the growth of new efforts, new approaches in various coastal community empowerment activities, both in terms of direct tourism opportunities carried out by tourism managers and efforts that involve the community in utilizing the potential of the coastal environment in the area. to improve the welfare of coastal communities.

With the condition of the village that has rich natural potential, it can actually lift the economic condition of the people in Batu Beriga Village. However, until now, all existing plans seem to have just silenced themselves without any real implementation. This is due to the low level of public knowledge regarding the management of the natural potentials they possess, so that they cannot be developed and utilized properly. This then raises and encourages new demands that the government should strive for in empowering these conditions which is a belief as well as illustrates that the environment is no longer a problem in social life, However, it can be used to improve the economy in

order to prosper the conditions and living standards of coastal communities. In other words, the environment has an important role in encouraging all levels of society to take advantage of it as an opportunity for recovery and economic improvement of coastal communities.

So that it is hoped that it can encourage all parties to be able to solve the problem of the condition of coastal communities and be able to raise public awareness in participating in various empowerment programs that have been pursued in overcoming poverty and environmental damage problems together.

It can be concluded that the opportunity for economic improvement in the ecology-based community empowerment program can be said to be an impact that can be felt by the community directly and is very promising, where this aspect becomes a space to increase the economic value of the community in Batu Beriga Village. This makes the rehabilitation of mangrove ecosystems in coastal areas an opportunity to empower coastal communities based on ecology with the aim of recovery and economic improvement so promising to be managed and developed optimally considering the natural potential in Batu Beriga Village is very diverse and can be used as an alternative in community development. .

3.4. Challenges of Ecology-Based Community Empowerment in Batu Beriga Village, Central Bangka Regency

A. Conflict of Interest

A community empowerment is not an easy thing to achieve success, because there are many factors that become obstacles and become a challenge for the managers of the empowerment program and the empowered community. This is in line with the ecological-based empowerment of coastal communities in Batu Beriga Village, Central Bangka Regency. As we all know, when we talk about ecology, we cannot separate from environmental issues, which until now continue to be a problem in life, as is the case with land which is one of the main components in the environment.

The need for land for development often has conflicts of interest, for example, namely: a land that is in very good condition for planting and preserving mangrove ecosystems, but because it is in the interest of getting greater profits and tends to produce and enjoy the results more quickly, the land that should be whether it is used for the process of planting and

preserving the mangrove ecosystem, then the land is used and utilized as a place for illegal tin mining (TI).

Therefore, the challenge for implementing community empowerment efforts through the preservation of mangroves is because there is a conflict of interest between the program pursued by the manager and the community who are the target of empowerment. In general, people often think that programs such as planting trees are activities with uncertain results. So people prefer to work as tin miners. In general, this conflict of interest has the same characteristics, namely the gap between the program manager and the empowered community. In this case, what is meant is when there is a conflict of interest, it cannot be separated from the ethics used in land use. According to Miller (1979) there are 3 (three) ethics in land use, namely (1) economic ethics, which uses land based on economic considerations and is the most profitable, (2) conservation ethics, land use ethics oriented to the preservation of life, and (3) ecological ethics, namely land use oriented to the preservation of life and optimal use. From the three ethics it can be stated that land use with economic ethics tends to exploit land, so that it can reduce environmental quality.

Therefore, the land that should be used as land for the rehabilitation of mangrove ecosystems is used as land to run a business that is more profitable for the community, this is because the community prefers a faster and larger profit, so the land is used as illegal tin mining land (TI).) which as it is known that mining activities have a major impact on the decline in land quality and the environment. Therefore, in the context of sustainable development, namely development that pays attention to limited natural resources (SDA), then ecological ethics is ethics whose land use is recommended for sustainable development,

In line with this problem, it is important for the community to participate when there is a program that leads to saving the environment, in this case the rehabilitation of mangroves in order to preserve the coastal environment of Batu Beriga Village, the program is not only in order to save environmental conditions but is also an effort by the government and other parties. program managers in restoring the community's economy by involving the community as objects that are empowered to participate in the implementation of the mangrove planting.

B. Lack of Public Awareness

Community Empowerment through an ecology-based community economic recovery program is an effort made by the government in development to change the condition of the community for the better. According to Rogers (in Aufa, 2019) describing community empowerment is closely related to social development of the environment that changes towards a better social system and makes the community actively participate in every development.

Thus, community empowerment as a development process in increasing the ability and responsibility as well as community participation in managing the programs carried out. In the Law of the Republic of Indonesia Number 6 of 2014 that village development aims to improve community welfare, improve quality of life and reduce poverty by developing local economic potential, utilizing natural resources and human resources through planning, implementation and supervision. Community empowerment by trying to run programs to develop communities in independence. The Mangrove Planting Intensive Program is one of the community empowerment programs that aims to restore the economy of communities affected by Covid-19,

With empowerment, it is possible for the community to participate in various activities, so that it can affect the lives of the people who are the targets of the empowerment program for the better. Therefore, awareness and active participation of the community is very much needed by developing and increasing economic and social independence through activities that have been designed by the government. Community participation is a form of community participation involved starting from planning and implementation in community empowerment programs. Community empowerment in its implementation cannot be separated from community participation which is empowered to achieve the desired development results. Therefore, community awareness and involvement is very helpful in developing policy formulation regarding planning, programming, implementation, evaluation through the activities carried out. Public awareness tends to be lacking as a result, it is very difficult to find culture in the community itself to be developed so that the community can be empowered because the level of participation and public awareness is still lacking. On the other hand, towards an advanced and developing society, awareness and active participation from the community itself is needed. So that the efforts given by

the program manager can achieve the desired results. Public awareness tends to be lacking as a result, it is very difficult to find culture in the community itself to be developed so that the community can be empowered because the level of participation and public awareness is still lacking. On the other hand, towards an advanced and developing society, awareness and active participation from the community itself is needed. So that the efforts given by the program manager can achieve the desired results. public awareness tends to be lacking as a result, it is very difficult to find culture in the community itself to be developed so that the community can be empowered because the level of participation and public awareness is still lacking. On the other hand, towards an advanced and developing society, awareness and active participation from the community itself is needed. So that the efforts given by the program manager can achieve the desired results.

Thus, community involvement in this matter can be carried out in various forms, not only physically but also in contributing ideas and ideas either directly or indirectly. Community participation in empowerment programs is influenced by the willingness or awareness and ability of the community so that it can encourage them to be involved and participate actively, without awareness and willingness from within the community, it is very difficult to participate in running an empowerment program. Through participation in community empowerment, it is the community who takes the initiative and changes the circumstances and conditions for the future (Liyabasari, 2015). Participation can begin in the process of identifying problems from the community's potential and involvement in finding solutions.

In line with this problem, according to Arifah (in Wicaksono, 2017) there are 4 indicators of community participation in development, namely: (1) Planning participation, through the form of attendance and submission of opinions and decisions, (2) Implementation participation, through the involvement of the provision of place, time and personnel in the process of implementing the planned program, (3) Participation in the results of activities, namely in the involvement of the use of the results, (4) Participation in evaluation and monitoring, namely the community involved in monitoring and evaluating the course of development whether it has met the development targets or not. These four indicators will become parameters for how the community participates in the empowerment that is carried out, whether the role and

awareness of the community has been carried out optimally or not. With a lack of awareness from the community, there is very little willingness and active participation in running a program. Therefore, in the planning stage of empowerment or development, it is very necessary to have public awareness and participation in a program.

As it is known together that Batu Beriga Village has a very diverse regional potential, including the potential for coastal areas which are identical to the use of coastal and marine resources, therefore an empowerment program is carried out through the use of local wisdom and the potential of the village environment by involving a number of workers. This activity is an effort to provide knowledge to the community in managing and utilizing the environment and the natural potential of an area, besides that it also provides jobs for people who have lost their income by empowering communities through conservation programs for the potential of their coastal areas. With this the importance of awareness and active role of the community in the implementation of the empowerment program.

C. Low Human Resources (HR)

In addition to the lack of public awareness, so that it becomes a challenge and obstacle in achieving an empowerment program, there is also a factor of low human resources (HR) which is also a challenge for managers and communities who are empowered in the sustainability of ecological and technology-based community empowerment programs in the community. exploiting the potential of the area. As we all know that coastal areas have a high diversity of natural resource potential and are very important for social, economic and environmental development. Basically, coastal areas are composed of various ecosystems such as mangroves, coral reefs,

The community in this area has been known to be rich in its natural potential, if it is managed and utilized properly it will have a good impact on the living conditions of the community. However, the lack of human resources (HR) in the Batu Beriga Village community has not been able to improve their welfare through the existing marine and coastal potential. Basically, Batu Beriga Village has a very rich natural potential that can be managed and utilized properly, but the challenge is that the human resources (HR) of the community are still relatively low, making it difficult to develop the existing opportunities. With this, it is not

surprising that the people who live there are still said to be powerless.

Limited knowledge and the low quality of human resources (HR) owned by the community greatly affect the slow rate of community welfare. This is of course an impact and a challenge for the manager of the community empowerment program in Batu Beriga Village. One of the factors that cause the low quality of human resources (HR) in Batu Beriga Village is also influenced by the education factor which is still relatively low. Due to the low level of education in the community, there is a lack of knowledge so that community resources (HR) have not been able to manage all the potential that exists in the village environment as a coastal area that will be rich in natural resources.

Therefore, it is not surprising that coastal communities there are difficult to develop and have minimal knowledge of the management and utilization of their natural potential optimally and sustainably.

Conditions like this really show the powerlessness of the community is also influenced by the level of education which is directly related to the quality of human resources in the community. When human resources (HR) in the community are still low, it greatly affects the skills possessed by the community in managing and utilizing existing facilities and potential. Therefore, human resources (HR) and natural resources (SDA) are two important components in a life, because the development of an area requires a basic aspect, namely quality human resources (HR) so that a program can be successful.

4. Conclusion

A. Conclusion

From the research results of researchers with the title "Economy-Based Coastal Community Empowerment in Batu Beriga Village, Central Bangka Regency" which has been described in the previous chapter, it can be concluded that based on the Ecology-Based Coastal Community Empowerment, it can be concluded that the form of ecology-based community empowerment that has been carried out in Batu Beriga Village, namely empowerment through the Mangrove Planting Intensive Program.

The implementation of the empowerment is one form of implementing government policies through the sustainable Mangrove Planting Intensive Program (PKPM) to restore the national economy which is prioritized by the government for people who have lost income and are not working due to the impact of the

Covid-19 pandemic that hit the Bangka Islands Province. Belitung in particular. The empowerment activity does not only provide cash wages, but also provides insight and knowledge on the importance of maintaining the balance of the mangrove ecosystem and marine life in it, as well as providing a sense of environmental care for the community while maintaining environmental sustainability in the rich Batu Beriga Village. the potential of the sea and its coast. Through these empowerment activities, The community is invited to be able to rehabilitate the mangrove ecosystem and protect the environment around the sea coast. With this empowerment program, it is hoped that it can foster a sense of environmental care and good cooperation in supporting government programs in seeking community welfare through the utilization of the existing environmental potential.

Furthermore, the implications of the ecological-based community empowerment program have a positive impact on economic, social, and environmental conditions, directly or indirectly on the community. The economic impact of the implications of the program is to reduce unemployment by creating jobs for coastal communities who have lost their income and are not working during the impact of COVID-19, so that there is a labor-intensive program for planting mangroves along the sea coast by employing people who live in the area. can change the economic conditions of the community directly, namely by providing wages in cash to the people who work on the implementation of the program.

Coastal and marine areas, as well as the community can know the role and function of the mangrove ecosystem and the utilization of existing ecosystems, and cultivate the ability to cooperate well with the community. And the implications of the program on the environment have a good impact on environmental sustainability, by maintaining the balance of the ecosystem in it, as well as reducing the impact of abrasion on the coast that occurs due to tides.

Then the aspect of opportunity in the implementation of the empowerment program is also very large, namely ecosystem and land rehabilitation is an effort to restore, maintain and improve the function of forests and land in order to increase their carrying capacity, productivity and role in life support systems, besides that rehabilitation is also a form of coastal environmental management. by preserving mangrove forests that have been damaged by natural and human-

induced physical factors. In addition to being a rehabilitation opportunity, the empowerment program is also an opportunity to restore the coastal community's economic condition, in the form of remuneration for people who work on the Mangrove Planting Intensive Program which is carried out in the marine area of Batu Beriga Village. In this case when the program has an opportunity aspect,

In addition, the lack of awareness from the community to actively participate in the implementation of empowerment programs is also a challenge in order to achieve a development program, this is also accompanied by the level of quality of human resources (HR) of the Batu Beriga Village community which is still relatively low. So that it becomes a challenge and obstacle in achieving an empowerment program there is also a factor of low human resources (HR) which is also a challenge for managers and communities who are empowered in the sustainability of ecological and technology-based community empowerment programs in utilizing their regional potential.

B. Suggestion

Regarding the issue of ecological-based coastal community empowerment in Batu Beriga Village, at least it can be minimized by the active role and concern of the government for the condition of the community, especially coastal areas by increasing policies and implementing empowerment programs including counseling and providing knowledge to the community. This is certainly related to maximizing sustainable regional development and socio-economic development of the community in terms of increasing income which is as much as possible adapted to existing community patterns and habits. With this active role and concern by providing programs that can improve

The welfare of coastal communities can certainly reduce their powerlessness with the limited abilities they have so far. As the cause of coastal communities difficult to get out of the problem is often marked with marginal conditions.

Not only that, in the implementation process of course the government must also supervise the implementation of the policy so that it can be used optimally. Most importantly, socialization and provision of knowledge to improve the quality of human resources must be encouraged so that the policies and regulations that have been established can be understood by all coastal communities. This is because

the problems that occur in coastal communities are not only the responsibility of the village head, but also the local government.

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