

A REFLECTION OF

2022

A LOOK AHEAD TO

2023

Editor: **Diah Karmiyati**

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A REFLECTION OF 2022, A LOOK AHEAD TO 2023

Diah Karmiyati [Editor]

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## Preferance

The year 2022 is the year we all bounce back from a pandemic. We've seen restrictions lifted all around the world and Indonesia so we are slowly back to life before the pandemic. A lot of events are happening globally such as natural disasters, wars that continue between Ukraine and Russia, G-20 meetings, and World Cup 2022. As I am writing this in December, it is only fitting to reflect on what we have accomplished since January 2022. As a nation, our president announced that he will stop our exports of raw nickel to the EU, and this is a bold move. As an academician, we have been working hard to do our research and get published, let's celebrate regardless of our number of publications. As a person, we have managed to keep our interpersonal and intrapersonal relationships in check, so we must be grateful. As an entity, our workplace has also achieved numerous accomplishments that we are proud of.

When we read or see tons of information on the internet, it is very difficult to digest and sorts the correct and useful information. If we are aware, there are many videos that talk about a recession in 2023, that state there will be an economic crisis, so we need to prepare for it or otherwise, we are doomed. Sometimes it is good to see such videos to prepare but sometimes it is also overwhelming.

As a country with five major religions, and our first Pancasila stated to "Believed in God", the construction of spirituality is very important. Spirituality comes from within us and we have a higher calling to do what's good, what's moral, and what's not from our belief system. For instance, if we are Muslims, we are obliged to do five times prayer and not eat pork as it is considered haram. By standing on these main principles of being a Muslim, we are keen on walking ahead to face whatever God has planned for us. it is necessary for us to have a strong principle at heart that is based on our belief system. When we possess a strong spirituality, we have a tendency to be kind to other people. Kindness is the basis of practicing humanity. When we are not judging why someone does what they do, but rather inquire why we value them as a human. Therefore, we practice humanity.

To face 2023, we do not need to be fully equipped with millions of savings, although that can be an advantage. As such knowledge is given to us, to help us, we are human and need to construct our

spirituality and humanity so that we won't be lost in the uncertainty. We stand by our principle to face a fast-changing and uncertain world. We will be far more ready to accept anything given by God by instilling what we had all along, our belief and our ability to be kind.

Malang, December,2022  
Diah Karmiyati

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# **NEED FOR ACHIEVEMENT (*N - Ach*) & CREATIVE ECONOMIC PERFORMANCE OF COASTAL COMMUNITIES OF BENGKULU CITY**

Mochamad Ridwan<sup>1</sup>

## **INTRODUCTION**

Most of the people of Bengkulu city live in the coastal area. These coastal communities generally work as fishermen. The results of field observations show that in almost all of the coastal communities in Bengkulu city that work as fishermen, most of their fish catches are still managed in the traditional way, such as being sold directly to the market and sold in the form of dried fish/salted fish. Besides being sold in the form of dried fish/salted fish, very little of the fish caught is processed into processed food ingredients made from sea fish. This phenomenon is also reinforced by the increasingly widespread beach tourism activities which are integrated with fish trading activities, both in the form of wet fish and dried fish, whose management has not been well organized. The next impact that occurs is the increasingly squalid conditions of the environment around the beach. The absence of a balance in structuring creative economic and environmental activities has caused quite serious environmental and economic problems and an appropriate solution must be found. [1]

The empirical conditions of the creative economy of coastal communities can be shown through observing the external conditions of related agribusiness variables, such as the growing development of the creative economy in the world of coastal/marine tourism, culinary tours that offer a variety of foods made from marine fish, and others. So it can be concluded that one form of creative economic activity in coastal communities that is considered very prospective at this time is the processed food industry made from marine/sea fish. In reality, the coastal area of the city of Bengkulu until now has not been able to develop as expected. Allegedly the main causative factor is the low need or motivation for achievement (need for achievement/*N-Ach*) of

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<sup>1</sup> Bengkulu University Faculty of Economics and Business

the coastal communities themselves in innovating to transform the traditional economy into a creative economy in the form of a marine fish-based food processing industry.

Theoretically, creative economic activity is related to the market economy (microeconomics) in which the entrepreneurial aspect that is inherent in people's behavior (in this context coastal communities) is closely related to the producer's behavior and consumer's behavior. The producer's behavior is closely related to the behavior of the two coastal community groups themselves, which consist of fishing communities and non-fishing communities. The level of success of creative economic activities carried out by coastal communities is largely determined by the strength of their need or motivation for achievement/*N-Ach*. As entrepreneurs, coastal communities are required to be sensitive or responsive to developments in the external world, namely consumers who have various consumer behavior if they want to achieve maximum levels of profit, especially in the creative economy business world. [2]

Performance in the form of the ability to obtain high and maximum profits (profitability) of coastal communities and the ability to compete (competitiveness) with the outside world/external factors is highly dependent on the fighting power of the coastal communities themselves, namely business ability and strong work motivation. Besides that, it is also very dependent on the quality of the role of other stakeholders, including the role of the government which is very strategic and important, namely in the form of political will and role as a decision maker. In fact, the two roles of the government are very decisive for the development of the creative economy of coastal communities, considering that coastal communities are in a disadvantageous position and mostly consist of fishing communities with the status of small fishermen or traditional fishermen.

## DISCUSSION

### **Coastal Communities & Creative Economy Businesses Based on Food Made from Marine Fish**

Coastal communities are very close to their marine fishing business compared to other types of businesses. This is quite reasonable because most coastal communities work as fishermen.

However, it is quite unfortunate that the fishing business which is an upstream business is not much followed by downstream businesses which actually provide greater added value for coastal communities and in the future perspective are very prospective. The downstream business referred to here is a business in the creative economy sector. There are many creative economic efforts that can be carried out by coastal communities, such as processed food made from marine fish (can be marketed online or offline, such as fish floss, dried fish jerky, marine fish crackers/chips, and others), sea/beach/maritime/mangrove tourist destination business, and others. In relation to creative economic businesses based on processed food made from marine fish, their success is largely determined by four determining factors, namely the fisheries' natural resources factor, the human resource factor, the capital resources factor, and entrepreneurship resource factors (entrepreneurship resources). Two other factors that also determine are social capital and the government's role.

Marine fishery natural resource is one of the four factors that determine the success of creative economic activities based on processed food made from marine fish which is quite important and strategic. This is because the existence of reserve (stock) of marine natural resources will determine the adequacy of raw materials for the production of processed food made from marine fish. If the condition of the reserve (stock) is still excessive (under fishing), it will be able to support the continuity of production. Conversely, if the reserves (stock) is already at a critical point (overfishing), then it will become an obstacle to the continuity of production. In other words, the progress of a creative economic business based on processed food made from marine fish is highly dependent or very much determined by the existence of marine fisheries' natural resource reserves.

The existence of reserves (stock) of marine fisheries' natural resources is largely determined by the behavior of the fishing communities themselves, whether they behave conservatively or they behave depletive towards the ownership of these marine fisheries' natural resources. Besides that, it is also strengthened by the nature of marine fisheries' natural resources as natural resources that are "common resources". In connection with the existence of marine

fisheries' natural resource reserves, there are two conditions that must be considered, namely (1) marine fisheries' natural resources must be exploited in a "conservative" manner, so that their existence remains "sustainable" or their sustainability can be maintained over time and (2) because marine fisheries' natural resources are common resources, a bigger government role is needed besides compliance from coastal communities with the principles of conservation of marine fisheries natural resources, with the aim of avoiding from critical conditions (overfishing) or conditions of destruction which are very detrimental to the coastal community itself.

The human resource factor and the capital resource factor are two of the four factors that determine the success of creative economy businesses in coastal communities which are very important and strategic. In terms of terminology, the human resource factor and the capital resource factor are two resources or forces that are able to determine good or bad, progress and failure, and the success or failure of a creative economy business. Many empirical research results corroborate the research findings, which show that the quality of human resources and capital capabilities are very influential in improving business performance. Solow presents his growth theory that business performance and productivity can be increased through technological improvements (technological factors implicitly enter into the quality factor of human resources) and increased capital/capital. [3]

The success of the creative economy business of coastal communities is largely determined by the factor of entrepreneurial resources. This entrepreneurial resource factor is very strategic in its position in determining the size of the business profits it gets. The very strategic position of the entrepreneurial resource factor is because of the four existing production factors, the entrepreneurial resource factor has the most important key role in determining the success of the development of business income through the accumulation of profits it earns from time to time. Therefore, by strengthening and empowering entrepreneurial abilities, it is hoped that in the long term perspective the creative economic ventures of coastal communities can develop rapidly. The ability to collect high and consistent profits (profitability) is closely related to three other resource factors,

namely the fisheries' natural resources factor, the human resource factor, and the capital resources factor. The better the interaction and synergy of the four resource factors, the greater the ability of entrepreneurial resource factors to collect profits. [4], [5], [6]

### **Building A High and Resilient Need for Achievement (*N - Ach*) of Coastal Communities**

One dimension or indicator of entrepreneurial ability that is very important is the need/motivation for achievement (*N - Ach*). Business success is the success of the need or motivation for achievement (*N - Ach*) which must be continuously improved. These factors or indicators are very decisive in the process of development and growth of creative economic enterprises in coastal communities. The process of business development can run if there has been a strong need/motivation for achievement (*N - Ach*) in coastal communities. McClelland (an entrepreneurship expert) explained that the difference between developed countries and developing countries lies in the very high need/motivation for achievement (*N - Ach*) that developed countries have. McClelland's findings implicitly indicate that a high need for achievement (*N - Ach*) greatly influences economic progress (which can indirectly be reflected by the progress of the business world) in that country. [7]

The results of studies that have been carried out show that the performance of coastal communities from creative economic businesses based on marine fish-based foods is still low because they have not been able to significantly increase their need for achievement together with workability. Supported by Ibrahim's research results, it is shown that functionally business performance is a function of work motivation and workability. Mathematically, this causality relationship (functional relationship) can be arranged as follows:  $\text{Performance} = f(\text{Work Motivation}, \text{Work Ability})$ ; meaning that the performance of a person's or community's business will increase if work motivation and workability are increased together. It was also explained that structurally these three factors (performance, work motivation, and workability) interact in a causal and structural relationship, where performance as the dependent variable is



significantly influenced by two independent variables simultaneously, namely work motivation and workability. [8]

There are three important aspects or stages that must be considered and complied with so that the performance of the creative economic business of coastal communities based on marine fish-based foods can be significantly increased, namely:

- a) Because the relationship between performance, work motivation (achievement motivation), and workability is a causal relationship; then the method or way that can be done is to strengthen or empower in advance the quality of the needs/motivation for achievement and workability. The process of strengthening or empowering can be done formally or informally. Formally, strengthening/empowerment can be done through regular training; whereas informally, strengthening/empowerment can be done through counseling or coaching/guidance directly at the place of business or indirectly through communication through online media television, HP, and others.
- b) Apart from strengthening or empowering processes, improvement efforts can be made through increasing other economic activities that can support the creative economy of coastal communities, such as building partnerships with souvenir/handcraft centers, destination information centers, travel agents, and others. The most appropriate (conceptually and empirically) process of strengthening and empowering the creative economy of coastal communities is carried out through a "Business Incubator". In general, there are three important stages in the process of strengthening and empowering through this business incubator, namely the identification of various problems faced, the analysis of solutions, and the implementation of reinforcement treatments. Several parties are directly involved in the strengthening process in this Business Incubator, including (1) coastal communities (as creative economy business actors), (2) related universities (as business experts), (3) the government agencies related parties (as

policymakers/budget providers), (4) successful economic business actors (as successful business experts), and (5) the banking world (as facilitators of marketing processes and capital assistance/loans). [9], [10]

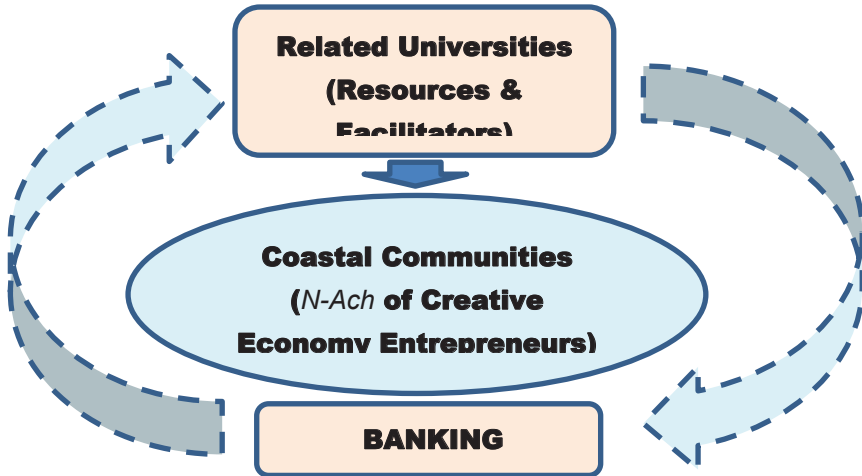
- c) The seriousness of the government (city and province) in its role as a stakeholder, most importantly in terms of political will and decision maker, occupies the most strategic position. Together with the government, the role of other related stakeholders such as the world of BANKING and BUMDs in the form of CSR is also quite strategic and has an important role. The results of field observations in the ecotourism area in Probolinggo Regency, East Java, show that there is integration between creative economy businesses in the form of an integrated restaurant and cafe with an ecotourism area which is quite large and has been growing rapidly. The results of an interview with one of the leaders of the PLTU - PJB Paiton as the supervisor and CSR funder, indicated that currently the turnover from the BOHAY BEACH Resto and Cafe, to be precise in Binor village, Paiton sub-district, Probolinggo district, East Java has reached 500 million rupiahs per month. The success of this creative economy performance can be achieved thanks to a mutually beneficial collaboration between the PLTU - PJB Paiton as the supervisor and funder of CSR and BUMDES BINOR ENERGY as the manager of the BOHAY BEACH Resto and Cafe. [11]

### **The Solutive Empowerment Model in Lifting Creative Economy Businesses for Coastal Communities Based on Processed Foods Made from Marine Fish**

The process of strengthening or empowering the creative economy of coastal communities is carried out through two stages, namely (1) Strengthening/Empowerment based on human resources (creative economy entrepreneurs in coastal communities) and (2) Strengthening/Empowerment based on creative economic businesses in coastal communities (processed food made from marine fish).

- 1) Strengthening/empowerment in the early stages is carried out based on human resources (creative economic entrepreneurs in

coastal communities), focusing on Needs/Motivation for Achievement (N-Ach). Graphically it can be seen in Figure 1.



*Figure 1.* The Strengthening/Empowerment Entrepreneurship Process (Need for Achievement/N-Ach) Creative Economy Enterprises of Coastal Communities

*Information:*

Strengthening or empowering the field of creative economic business entrepreneurship based on processed food made from marine fish from coastal communities, played by related universities (as resource persons and facilitators). Empowerment is carried out together with partners (banking), with the intention of assisting in explaining the process of accessing capital from banking.

- 2) Strengthening/empowerment of the second stage is carried out in the creative economic business process of coastal communities based on processed food made from marine fish through the "Business Incubator". Graphically it can be seen in Figure 2.

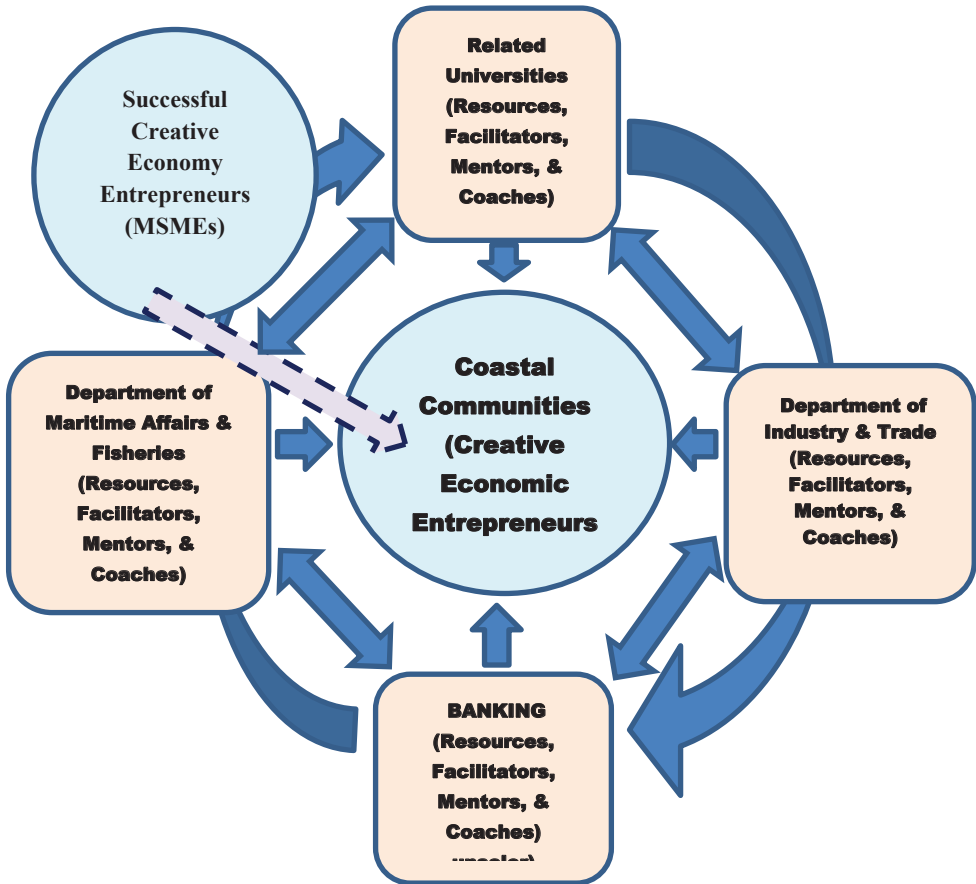


Figure 1. The Process of Strengthening/Empowerment for Creative Economic Enterprises of Coastal Communities through Business Incubator

*Information:*

Strengthening or empowering creative economy businesses through "Business Incubators" from coastal communities, played by key stakeholders, namely (1) related universities, (2) industry and trade offices (city and provincial level), (3) marine and fisheries services (city and provincial level), and (4) BANKING. These four stakeholders all act as resource persons, facilitators, mentors, and coaches. In empowering through business

incubators, related universities work together with creative economy entrepreneurs who are successful in similar business fields, to help each other in the framework of building creative economy businesses which are expected to be more empowered and immune from time to time.

## CONCLUSION

In the coastal community of Bengkulu City, where the majority of the population work as fishermen, it turns out that their marine fish catches are still managed traditionally (traded in markets and sold in the form of wet fish or dried salted fish). The results of the study show that the low quality of marine fish management methods that are caught is caused by low entrepreneurial skills, especially the low need for achievement (*N-Ach*) owned by coastal communities. This condition is shown by the fact that creative economic business activities based on processed food made from marine fish are still very small, even though this creative economy business can generate much greater economic added value (profit level). Through strengthening or empowering coastal communities from the aspect of human resources that are focused on strengthening the need for achievement (*N-Ach*) and strengthening creative economic businesses through "business incubators", it is hoped that creative economic business ventures for coastal communities based on marine fish-based foods can develop from time to time.

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