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BAJO TRIBE HOUSEHOLD BUSINESS MODEL IN TOROKEKU VILLAGE TINANGGEA DISTRICT KONawe SELATAN DISTRICT

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ABSTRACT

This research aims to know (1) the business type of people in Torokeku Village, Bajo Regency of South Wawoni Island (2) the available facilities and infrastructure in Torokeku village (3) strategies that can be done to develop household-based businesses in Torokeku village. This research used qualitative descriptive method. Subject of the research were the indigenous people of Torokeku, Bajo regency. Data collection techniques employed three techniques namely observation, interviews and documentation. The data were analyzed using Descriptive and SWOT analysis. The study found that (1) the type of business that were run by the inhabitants of Torokeku were dominated by seafood such as dried seaweed business, the selling dry and wet sea cucumber and fish fresh coral. In addition they also establish some household business such as making cake and drinks as well as grocery sales. Seen in terms of its economic, the dried sea cucumber bring more values rather than the dried seaweed; (2) several facilities and infrastructures have not met the requirements to support the household business run by the indigenous of Torokeku, in Bajo district. For example there is no any production space for processing of seafood. The selling products were only sold to regular buyer and the toilets have not been fulfilled (3) strategies that can be done to develop a household business is by promoting the Bajo neighborhood as a central processing of seaweed and sea cucumber to the public, arrange the environment and create a kiosk or sellers as well as seafood processing in order to be a sales center by traditional Tribal villages of origin Torokeku Bajo.

Keyword: Bajo Tribe; Household Business; Torokeku Village.

I. INTRODUCTION

One of the districts in Southeast Sulawesi that has a very large marine and fisheries potential, namely South Konawe Regency. Based on statistical data from the Southeast Sulawesi Province's Maritime Affairs and Fisheries Agency (DKP) in 2016, recorded capture fisheries production of 6,652 tons / year with a total of 7,340 fishermen. Most of the fishermen are Bajo fishermen who depend heavily on the sea. Bajo tribes are well known as reliable seafarers and inhabit several coastal areas in Indonesia (Jumran, 2010). As a community with the livelihoods of fishermen the daily life of the Bajo is almost all done at sea and coast. This can be found in Torokeku Village, Tinanggea

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Sub-District, South Konawe Regency. In addition to fishing, the Bajo people also use the natural potential of the Torokeku Village by seaweed cultivation.

As a fishing community whose livelihoods are only looking for marine products, some Bajo people are in the classification of poor households (KKLP STKIP Bone, 2012). Some coastal communities rely solely on marine products to fulfill their daily needs, so they are unproductive when the high wind season comes since they cannot go to sea.

Several efforts to support livelihoods have been carried out by some people of the Bajo tribe to fulfill their daily needs such as running a side business however not all people have a side business, they only earn income from fishing. Bajo settlements are slums with low income levels. These settlements do not have adequate environmental support infrastructure to support community activities such as fishermen's household business activities. Even though Bajo settlements have high potential for marine products, they have not been utilized properly through the efforts of local communities. Based on this condition, it makes the writer feel it is important to conduct a study entitled "Farmer Seaweed Household Business Model Torokeku Village, Tinanggea Subdistrict, South Konawe Regency". The research problems of the study are:

1. What are the types of household businesses of the Bajo settlement in Torokeku Village?
2. What are the facilities and infrastructure to support the business activities of fishermen of Bajo settlement in Torokeku Village?
3. What strategies can be taken to develop a fishermen-based household business of the Bajo settlement in Torokeku Village?

The objectives of this study are: 1) To find out the the types of fishermen household businesses of the Bajo settlement in Torokeku Village, 2) To find out the availability and conditions of the facilities and infrastructure supporting the fishermen's household business activities of the Bajo settlement in Torokeku Village, 3) To find out the strategies that can be done to develop a fishermen-based household business of the Bajo settlement in Torokeku Village.

II. RESEARCH METHODOLOGY

This research is located in Torokeku Village, Tinanggea District, Konawe Selatan District. This village has been known as one of the Bajo villages in Southeast Sulawesi. This research is descriptive qualitative research that aims to describe a problem, situation, event as it is or reveal facts more deeply about a household-based business in the Bajo settlement of Torokeku Village. According to Sugiyono (2013), qualitative research methods are based on the philosophy of post positivism, used to examine the conditions of natural objects, where researchers are key instruments, data collection techniques are carried out in triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research has emphasized the meaning rather than generalization.

The populations of this study were all housing units that had fisheries-based household business activities totaling 105 housing units. Consisting of 20 houses on land, houses on land and sea as many as 45 houses and houses above sea as many as 40

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housing units. By using the Slovin formula, the total number of sample were 33 housing units. The data that were used in this study were two types of data based on sources, namely primary and secondary data. Primary data is obtained by conducting field observations both from physical observations or interviews with several subjects related to the development of management and utilization of the current coastal area. While for secondary data were obtained by conducting institutional surveys. The institution that was involved in this study was an institution that oversees several fields related to coastal management and related regional government institutions. The data analysis techniques used in this study were: descriptive and SWOT Analysis. They were used to find out or analyze efforts or strategies to develop household-based business activities in Bajo Settlements in Torokeku Village based on internal and external factors

III. RESULTS

The Type of Household Business

The Bajo tribe of Torokeku Village is a fisherman settlement with the main activities at sea and seaweed cultivation. In addition to fishing activities, these settlements are also settlements with household-based business activities.

a. Types of household businesses in Bajo settlements

According to Republic of Indonesia Law No. 9/1995 concerning small-scale industries state that it is a kind of business which has not been registered, not yet registered, and has no legal entity, including smallholders, home industries, street vendors, peddlers, street vendors, etc. Household-based businesses are all business processing and production carried out in the home or home environment. The Bajo people in the Bajo settlement have a main livelihood as fishermen. In addition to fishing activities, there are also business activities based on fisherman households in the Bajo tribe. Based on the results of research on household-based businesses in Bajo settlement more in the category of marine products as can be seen in Table 1 below:

Table 1 Types of Household-Based Enterprises in Bajo Settlements

No	UBRT Type	Frequency	Percent
1	Drying seaweed	1	35,4
2	Sales of fresh / wet fish	8	25,8
3	Drying of Sea Cucumber	6	19,3
4	Making cakes and drinks	2	6,4
5	Stall	4	12,9
6	Grocery Kiosk	2	6,4
	Amount	33	100

Data Source: Results of Primary Data Processing, August 2018

The data in table 1 above shows that the most household business established by Bajo people are the dried seaweed, which is 35.4 percent, followed by drying fish, 25.8 percent, then 19.3 percent is dried sea cucumbers, and those who have businesses by opening a kiosk 12 , 9 percent, as well as making cakes / drinks as well as grocery

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kiosks at 6.4 percent. So that it can be concluded that the most household business in Bajo settlements is processing sea products.

b. Sources of raw materials

The raw materials of Household-based business activities (UBRT) in Bajo settlements are form of marine raw materials and not marine products. And UBRT's raw material sources are in the form of raw materials from within the area and raw materials from outside the residential area. The UBRT types found in the Bajo tribe are made from marine products and not marine products. For the category Non-seafood products consist of making cakes and drinks, food stalls and services. Meanwhile the marine products business are marine products processing business such as processing sea products. The raw material for sea products is processed into food and food ingredients. While non-marine raw materials are processed into food such as baking and beverage making businesses, and finished materials are then resold to consumers in this case Bajo communities, such as food stall businesses and grocery stores. Household-based business activities (UBRT) that are conducted by the Bajo people including:

Drying Sea Cucumbers

Sea cucumber is one of the export commodities from marine products that need to be developed soon. One of the household-based businesses in the Bajo settlement which is mostly done by the community is the drying of sea cucumbers. Some people make sea cucumber processing as a livelihood because the raw materials that are easily obtained from the marine products and it is then processed into food and food ingredients. Based on interviews conducted by researchers about household-based businesses, most UBRT actors do drying sea cucumbers because they are easy to get sea cucumber raw material from marine products and its economic value is quite promising to meet daily needs. However, the processing sea cucumbers only use makeshift equipment so that the amount of production is limited. Therefore, the community hopes that the government will provide guidance and loan for business capital so that the Bajo people can improve the quality and quantity of processed products seafood. The required equipment are.

- a. Storage containers such as plastic barrels or insulated containers
- b. Washing containers in the form of drums made of aluminum, plastic or fiberglass.
- c. The splitting knife must be made of non-rusty material such as stainless steel
- d. Boiling containers must be made of aluminum or stainless steel of the size according to processing capacity.
- e. The smoking apparatus can be in the form of an open smoked appliance, smoked drum, fuming cupboard or fumigation house. However, open fumigation equipment is not recommended because it is difficult to control the temperature, and can be contaminated with feces from sewage and is inefficient because much is wasted.
- f. Then sea cucumbers are ready to be dried under the sun. UBRT practitioners dry the sea cucumbers on their home page.

As soon as the Bajo people finish drying the sea cucumbers, they immediately sell to collectors or exporters at a kilo price and this happens continuously because the demands from the exporter is quite high, such as Hong Kong and other countries. For

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fish and seaweed processing, as the drying process of fish and seaweed finished, they are then brought to Tinanggea market for sale and sometimes traders and the community directly buy it from UBRT. This is done only to help meet the daily needs of respondents because it is seen from the economic value that it does not bring too much profit and the collector's request is not high enough because it is only sold in the area itself. Unlike the drying of sea cucumbers discussed earlier. In addition to marine products processing, there are also non-marine processing business in the form of:

a. Food stall business

The settlement of Bajo tribes in Bajoe Village has similarities with fishing settlements in general, such as in the presence of kiosks and stalls that provide for the daily needs of the community. In this settlement there are many stalls that sell food. The stalls are joined by house and there are also stand-alone in the residents' yard. For raw materials from the food stall business, the people obtain from outside the Bajo settlement, while for small-scale food stalls with small scale obtain the raw materials from Bajoe market and shops in the sub-district, while the large-scale staple food stalls obtain raw materials from Tinanggea Market, as well as cakes and snacks.

b. Making cakes and drinks Some Bajo people sell daily snacks for the Bajo people themselves such as traditional cakes and cold drinks such as pop ice and others.

The Available Facilities and Infrastructures for Fishermen's Households

a. UBRT Production Container

Household-based businesses (UBRT) in Bajo settlements, make housing not only a place to live but become a production container from UBRT mainly in businesses that require prior processing such as processing seafood products such as drying fish, drying sea cucumbers, drying seaweed and stale. For the production of household business activities, especially processing sea products, the community does not have a special space for processing sea products such as fish, seaweed, and sea cucumbers. The community only uses the front of the house or the back of the house and also a simple room that is made to join the occupancy to make it easier for UBRT owners to carry out production activities. The production spaces of UBRT on Bajo settlements are as follows:

1. Drying fish and seaweed; the business of drying fish and seaweed does not have a special room for processing, UBRT owners only use the front of the house or back of the house to clean and dry the fish.
2. Drying sea cucumbers; the drying sea cucumber business also does not have a special room for processing, UBRT owners only use the back of the house to clean and boil sea cucumbers and then dry on the body of the road or the yard.
3. Making cakes and drinks; cake and beverage making also utilizes a kitchen or simple room that is still connected with UBRT owners' housing to carry out their production.
4. Food stalls and grocery stores; the foodstuffs and grocery store sales houses are in the form of simple rooms that join the dwelling and there are also separate houses but still within the UBRT owner's home.

From the description above, it can be concluded that in household business activities, especially processing sea products, the community does not have a special

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space for processing marine products such as fish, shrimp, and sea cucumbers. The community only uses the front of the house or the back of the house to clean and dry the seafood as well as the stale business that does have a special room or kitchen to process seafood into food. As for making cakes and drinks, people use kitchens that are connected to their homes.

b. UBRT Marketing

The marketing results of UBRT on Bajo settlements are carried out inside and outside the Bajo settlement area. the marketing of UBRT processing of marine products is mostly done outside the area such as in the market and specifically for sea cucumbers sent out of the area. Whereas for the stale, it has regular customers from outside the residential area.

c. Transportation

Household business activities require transportation, starting from capital to obtain raw materials, transporting raw materials, and transporting production, and capital to market the products.

d. Waste Disposal System

There is no sewerage system in Bajo settlement, wastewater from households is directly channeled to the land or to the sea, without any prior treatment, and also without any previous process of shelter and screening. This is because there is no sewerage channel or drainage channel that is able to drain the household wastewater.

e. Clean Water Network

The need for water for drinking, cooking and washing in Bajo settlements, especially those that have household businesses, can be obtained from well and PDAMs.

f. Electric network

The electricity usage of UBRT owners in Bajo settlements is more than 450 watts of power and at least 1300 watts of power. This is because the processing in this household business is not too dependent on electricity, where processing sea products is processed simply without the need for machinery and also the economic level of the community is still low, and the demand for electricity is still small.

Analysis of internal conditions

1. Strength; (a) the number of sea products in the Konawe Selatan district reached 6,652 tons / year in 2016 and (b) the increasing number of community in processing seafood into a more durable products, (c) easy availability of raw materials, (d) the location of the settlement is close to Tinanggea market, (e) the settlement is easily accessed and passed by collector, (f) locations not far from the main road in South Konawe Regency.
2. Weaknesses; (a) the Bajo environment as a fishing settlement does not have their own location to sell the marine products. So people beyond the Regency are not familiar with the Bajo household business, (b) there is no adequate tool of drying fish, sea cucumbers and seaweed for processing sea products, (c) there is no marketing facility that can be used as a place to sell in the area of Bajo settlement, (d) many business people who dispose of garbage in the sea due to lack of garbage disposal facilities provided by the government, especially in the

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transitional and sea segments, (e) lack of capital owned by fishing communities to conduct household businesses, (f) low quality of human resources, (g) there is no promotional activities carried out by business actors.

Analysis of external conditions

1. Opportunities; (a) the high level of Tinanggea market crowds, (b) easy access to roads so that there is an opportunity for Bajo settlements to become one of the tourist destinations in Konawe Selatan District, (c) the existence of community skills and interests in running a household business, (d) bajo tribe expertise in utilizing marine resources.
2. Threats; (a) the Competition for marine product processing with the Bugis Tribe outside the region, which has carried out a lot of fish drying and fumigation business, (b) increased electricity demand due to household business, (c) the number of products produced by the sea appears with new innovations, (d) the volume of waste water that has increased due to the existence of marine products processing business, (e) there are many Bajo people use fish bombs which can damage the ecosystem.

Based on the identification of internal and external factors, it can be grouped into SWOT factors, namely Strength, Weakness, Opportunity and Threat. The four factors are then entered into the SWOT matrix so that the relationship between these factors can be seen, namely the relationship between Strength and Opportunity (S-O), Strength with Threat (S-T), Weakness-Opportunity (W-O) and Weakness with Threat (W-T). The relationship between these four factors will produce four alternative strategies for developing fishermen-based businesses in Bajo settlements.

Based on the Swot Matrix above, to determine priorities from internal and external factors we use the weighting and rating method. Giving weight or rating for each of the above strategies is based on the level of importance. This means that the highest strategy (very important) will get a high score, and vice versa a non-essential strategy will get the lowest value. The right strategy used in developing UBRT in Bajo settlements is as follows:

1. Promoting the Bajo settlement as the processing sea products centre to the public. The Bajo people are known as reliable sailors whose main livelihood is fishing. The high yield of marine products has made the people of Bajo interested and skilled in processing sea products. Unfortunately the results of processed marine products from the Bajo people have not been widely known by the public. Bajo settlement is located closely to Tinangea market so it is actually accessible to be promoted. Besides, it has the potential to be used as a tourist spot because the village entrance is a very traditional wooden bridge has a length of approximately 1 kilometer so that it becomes the main attraction for the people of South Konawes Regency. From the description above, it is expected that in the future the Bajo people will receive attention from the government so that the problems that have been felt by the Bajo people especially for household businesses in processing sea products such as drying containers, training in processing, neat environmental management and clean, attractive packaging products, and so on. The problems must be resolved soon so that processed products of high quality and competitiveness as well as the

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quantity produced are also increasing. Thus, Bajo settlement will be known to the wider community as a Household-Based Marine Products (UBRT) processing area in Kabupaten Konawe Selatan.

2. Developing the Bajo settlement by managing the environment and making several stales to sell the souvenir made by the Bajo people. Based on the analysis of UBRT marketing, the businesses are always held inside the circle of Bajo settlement. It is different with sea cucumber in which it is sold outside the circle. Meanwhile for the fish product, they only sell it to their community as well as to Tinanggea market. Therefore, the consumer and the income are slightly decreased. The solution are then building the souvenir centre around the village, providing some stale with a parking area.
3. Conducting a training and workshop for household business owners about how to create new products processed by sea products. Based on the results of the characteristics analysis of UBRT in Bajo settlements, many are dominated by marine product processing businesses such as drying sea cucumbers and drying fish. But it does not bring more benefits to the community. The high number of marine products in this region can actually be used as abundant raw material and it can be processed into materials that have high selling value. Therefore, there is a need for training and workshop for household business owners about how to create new products processed by sea products. Marine product processing businesses can be produced into drying of sea cucumbers, fish and seaweed such as processing fish into fish meatballs, processing fish into smoked fish, processing seaweed into meatballs, seaweed ice, nuggets, making fish abon, processing fish crackers, and others.

IV. CONCLUSION

The household businesses in Bajo settlements are dominated by marine-based businesses such as seaweed drying, sea cucumbers, fish, and stale whose raw materials come from within residential areas. There are also some businesses made from non-marine products such as the sale of basic necessities, making cakes and drinks, whose raw materials come from outside residential areas such as Bajoe market or Bone's central market. In terms of economics, drying seaweed, sea cucumbers and stale is more profitable than drying fish and shrimp, because the demand for sea cucumbers and seaweed from collectors or exporters is quite high. Similarly, the stale also are in great demand by the public because the sea products are still fresh when it serves.

Supporting facilities and infrastructure for fishermen's household-based business activities in Bajo settlement have not been fulfilled. For the processing of marine products, there is no production space for processing sea products, the marketing is only sold to regular customers because the market is not well known, and residential' waste are not yet available in all segments so they cannot support UBRT activities. Based on the SWOT analysis, the appropriate strategy to develop a fishermen-based household business in Bajo settlements is to make the Bajo settlement area as a marine product processing center to be better known by the public, develop existing Bajo tribal settlements by managing the environment and making stalls and processing of marine

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products to become a center for selling souvenirs of Bajo people, and conducting training and coaching for household business owners about how to create new products processed by sea products.

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