Strengthening Traditional Salt Business Farmers in Improving Community Welfare

(Study in Les Village, Tejakula District, Buleleng Regency)

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Abstracts. One of the traditional agricultural commodities in Bali, one of which is the salting business which is carried out traditionally. To carry out the salting business, coastal area land is needed. One of its areas that has a fairly long beach area is in Les Village, Tejakula District, Buleleng Regency. The development of salt business carried out by people who are members of farmer groups is traditional. These salt farmers, are a livelihood that is passed down in decline. To be able to maximize the salting business, a cooperative has been formed which is named the *Tasik Segara Lestari* Cooperative. The members of the cooperative are farmers or groups of farmers in the traditional salting business in Les Village. The *Tasik Segara Lestari* Cooperative, which was formed in 2016, has not been able to optimally perform services to its members. Among them, it has not been able to provide capital strengthening for existing groups, the lack of facilitation in marketing production products, access to capital to financial institutions, and improving technology in providing assistance in improving processing, and also not optimal synergy with government officials with official villages (Perbekel).

Keywords: coastal areas; salt farmers; traditional agriculture

1. Introduction

One of the commodities in the agricultural sector that is our natural potential is the salting business. Salt is one of the indispensable food needs by all walks of life. Thus, it is not surprising that sometimes to meet the need for salt bring in (import) from other countries. The increasing demand in the form of food needs and others has caused farmers to increase their production in order to meet all market demands. (Soekartawi 1999)

The food sector, which is the flagship in agricultural development, is a sector that promotes economic growth, so its role is very central to the Indonesian economy. (Karsryono 2000)

One that has an important role in the economy of an agricultural country, its existence also plays a role in national development in order to achieve a sustainable economy. (Rukmana 1996) Similarly, agricultural development is determined by the success of the growth of agricultural commodity environments for food crops, horticulture, plantations, fisheries, and animal husbandry that are still thick in the lives of people in every province spread across Indonesia. (Ardika 2018)

The importance of food needs, increasing production in the agricultural sub-sector must be prioritized, because the agricultural sector is the most central sector for developing countries such as Indonesia. (Al-Hadoby, Azhr, Bresinger, Clemens 2016) In order to improve the welfare of farmers and traditional salt farmers groups. In 2006 a cooperative institution was formed called the *Tasik Segara Lestari* Cooperative in Les Village. The establishment of this cooperative is expected to be able to serve the capital effect for salt farmer groups, provide salt production results for cooperative members, cram into the marketing of the products of farmers and salt farmer groups, and improve technology in production. A situation, so far, farmers and salt business groups who are members of the *Tasik Segara Lestari* Cooperative consider that the cooperatives they have formed have not optimally provided services to the businesses they are engaged in to their livelihoods as traditional salt farmers.

Based on the presentation in the analysis of the situation, the problems of partners in the place of community service activities are as follows: The Village Government has not been able to optimally facilitate the improvement of salt business processing technology to cooperative members Because the production produced is of good quality, (piramaid salt or crystal form), it is necessary to provide protection of production results in the form of, legal protection of the production of salt farmers, against the production results they produce with export quality. Disability in the form of intellectual service results (HaKI) So that there will be no brand or corporation that plagiarizes it or claims.

2. Method

Implementation of Community Service activities at *Tasik Segara Lestari* Cooperative in Les Village, Tejakula District, Buleleng Regency related to the Development and Strengthening of Traditional Salt Farmers in Les Village, District of Tejakula. In order to overcome partner problems as intended by Community Service activities, in an effort to increase the production and quality of traditional salt that is unique to the results of salt production in other regions in the Bali region.

The first step is carried out, through mapping the real conditions of the overall potential possessed by salt farmer groups who have decreased their livelihoods as salt farmers. With a position located in the coastal area, making a living and continuing the legacy of his elders who are also in

supporting his life. To then analyze the problems that have been experienced by salt farmers or groups that can produce salt, even the problems faced by the cooperative management. By carrying out governance is still traditional, the situation that has been carried out so far on the entire management process is still with the technology that has been passed down. In this regard, socialization has been carried out related to governance, and it is necessary to strengthen the cooperative institutions that have been formed by developing traditional salt businesses. Research activities are carried out by conducting meetings at the Cooperative Hall to conduct meetings attended by official villages (*Perbekel*), the Chairman and management, as well as cooperative members. It is well known that the main raw material in producing traditional salt is the sea water content that meets the requirements to get quality salt.

Another activity carried out is to conduct legal counseling to cooperative members whose entire lives are traditional salt farmers. On this occasion, the material reviewer has presented ideas and thoughts related to the development of the traditional salt business which is a legacy in decline. Thus, the livelihood that is pursued as a community located on the coast, with the existence of salt production that has unique characteristics, is considered necessary to be developed with good of more even towards quality that can compete in the market. Based on regional asfects, it is very strategic and provides potential for improving the welfare of the community.

3. Results And Discussion

Regarding the development of the salt business, the Buleleng Regency Government through the regulation of the Regional Medium-Term Development Plan (RJMD) of Buleleng Regency from 2017 to 2022 has regulated through the People's Economic Development program based as a Regional Superior Product.(Tenaga Ahli Pada Tim Penyusun Rencana Strategis Sekretariat and Buleleng 2017) The purpose of this arrangement is intended to develop regional superior products as potential areas that need to be given attention in their development.

The target to be achieved is to increase the value of agricultural products, which is a priority to be developed in order to increase the Regional Original Income (PAD) of Buleleng Regency.(Banjar, Buleleng, and Tigawasa 2013) Furthermore, the target is to develop an area as a regional leading industrial area, and to increase the quantity and competitiveness of Micro, Small and Medium Enterprises, Cooperatives, and other merchant groups.

The policy mentioned above is a form of policy that leads to the development of community processing industry centers and industrial estates, as a means of creative economy infrastructure, and as a facilitation of institutional strengthening for cooperatives.

Les Village has an area of 769 hectares, seeing from this, there is a lot of potential that must be explored to support the economy and improve the welfare of the people of Les Village. It has the following territorial boundaries:(“Http://Les-Buleleng.Desa.Id/Index.Php/First/Artikel/3,” n.d.)

North : Java Sea

South : Siakin Village and Subaya Village

East : Penuktukan Village

West : Tejakula Village

Judging from the mileage, Les Village is quite far from the district government center and the provincial government. Meanwhile, the total population of Les Village, Tejakula District, Buleleng Regency based on the village profile in 2019 was 3,984 men and 3,806 women with a total of 2,301 families.

The structure of the population according to livelihood shows that most of the population depends on its source of life in the agricultural sector (12.47%), other sectors that stand out are farmers (0.78%) and other sectors such as civil servants, private employees (16.59%) in the household and processing sector (0.24%) and the service sector (0.82%). As an area with a picture of the situation as mentioned above, there are groups of people who use their coastal areas for livelihoods.

The utilization is in the form of making salt which for the type of salt has the qualifications to be typical with other salt production areas in the Bali Island area. One of the characteristics of the production of the salting business is pyramid salt with the form of crystal salt. In salt processing, what he does is a livelihood that is carried out in a downward manner.

In this regard, the Village Government in the context of development planning has arranged through the Village Medium-Term Development Plan (RPJMDesa) of Les Village 2019 – 2013. The Conditions is as programmed by facilities and infrastructure, which is related to the empowerment of cooperative institutions, one of which is at Cooperative of *Tasik Segara Lestari* whose members consist of farmer groups that carry out salting business.



One of the products produced by salt farmers in Les Village is in the form of Salt which is packaged in a Modern way. This is a form of improvement in the field of marketing which can later increase marketability to the community.

So far, in each production, each field can produce as much as 3 tons to 5 tons of salt in the month. If the price of salt per kilogram is calculated at IDR 10,000, - then each field can cost as much as IDR 3 million to IDR 5 million every month. Against such circumstances, every production is not fully marketable, even sometimes when harvesting the price can fall.

Based on this, salt farmers have not been able to make a living that can meet the needs of daily life needs. Sometimes also in processing the salt business is influenced by several factors. Especially those related between lians; natural factors, lack of knowledge in processing, availability of capital, and access to marketing of farmers' products.



Related legal counseling provides protection to salt farmers in registering their products. The counseling was carried out by Mr. Wayan Rideng with the Extension Team.

In order to improve the welfare of farmers and traditional salt farmer of groups. In 2006 a cooperative institution was formed called the *Tasik Segara Lestari* Cooperative in Les Village. The establishment of this cooperative is expected to be able to serve the capital effect for salt farmer groups, provide salt production results for cooperative members, cram in the marketing of the products of farmers and salt farmer groups, and improve technology in production.

Such a situation, so far, farmers and salt business groups who are members of the *Tasik Segara Lestari* Cooperative consider that the cooperatives they have formed have not optimally provided services to the businesses they are engaged in to their livelihoods as traditional salt farmers.

4. Conclusion

Based on the description of the discussion that has been stated before, it can be concluded as follows:

Salt farmers in each production of each field can produce as much as 3 tons to 5 tons of salt at the end of the month. If the price of salt per kilogram is calculated at IDR 10,000, - then each field can cost as much as IDR 3 million to IDR 5 million every month. Against such circumstances, every production is not fully marketable, even sometimes when harvesting the price can fall.

Farmers and salt business groups who are members of the Tasik Segara Lestari Cooperative consider that the cooperatives they have formed have not optimally provided services to the businesses they are engaged in to their livelihoods as salt farmers traditionally.

5. Recommendations

It is hoped that Salt Farmers can increase production in order to improve their welfare and the government provides assistance in improving the quality of their production.

The government is expected to improve the quality of salt production to provide business capital and training related to increasing human resources to develop salt production.

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