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Strengthening Village Government Policies in Improving Diversification of Processed Fish Products in Molutabu Village, Bone Bolango Regency, Indonesia

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Abstract:- This research will focus on the aspect of strengthening village government policies in increasing community income through the development of diversified processed products for fishermen groups. So far, product diversification is only limited to training, so it is necessary to implement real policies from the Molutabu Village government to increase the economic income of the Molutabu Village community, Bone Bolango Regency. The research uses a qualitative approach. Data collection techniques using observation, interviews and documentation. Data analysis are: 1) data reduction; 2) data presentation); and 3) drawing conclusions/verification. The results of the study show that Strengthening Village Government Policies in increasing community income through the development of processed product diversification for fisherman groups is seen at the Policy Planning Stage; 2) Policy implementation stage; and 3) The policy evaluation stage has been carried out well, although it is still a program and has not yet been included in the product of permanent regulations or permanent village regulations. While the determinants of product diversification are seen in the aspects of internal factors that encourage product development there is no company that can create or produce processed fish in Molutabu village, and external factors that encourage product development in Molutabu village still need to consider the leading sector which is a priority scale in support tourism management. Empowerment of rural communities in producing processed fish products is also an important part, considering that the community is located on the coast. The leading sectors include processed fish products, which until now have not been empowered. So that it cannot compete in the market, especially for visitors to the beach of Molutabu village. There are still many products that come from the city and even from other districts enter the village of Molutabu to be traded to customers who visit the beach of Molutabu Village. They are our competitors in the village in terms of products. It

is hoped that the diversification of these processed products will become a fundamental thing to be developed in the village continuously and continuously to increase the income per capita of the community as well as the PAD of the village and the Bone Bolango Regency.

Keywords:- Village Government Policy, Diversification of Processed Fish Products.

I. INTRODUCTION

The condition of the Gorontalo Province Region when viewed from the population needs greater attention so that the welfare of the community can be realized. Community welfare can be realized if economic growth increases, the Gini Index or the distribution of income of the population is equal, GRDP per capita increases, unemployment rates decrease, and regional income increases.

Based on the 2019 Government Agency Performance Report, it can be explained that the economic growth of Gorontalo Province in 2019 decreased by 0.10% from 2018 which was 6.51% to 6.41%. While the Gini index or the level of income distribution of the population experienced an increase in income inequality by 0.02 points, namely in 2019 by 0.41, it did not reach the target of 0.39, while the open unemployment rate in Gorontalo Province was increasing where in 2018 the open unemployment rate was 4.03% increased to 4.06% which means that there was an increase in the unemployment rate by 0.03% in 2019 or an increase of 462 people and the labor force participation rate decreased by 0.51 points from the previous year 2018 of 67.34 to 66.83 in 2019. Meanwhile, in terms of GRDP per capita, there was a fairly large increase from the previous year which could be realized at 122.63%. Likewise, Regional income which has increased by 0.10 points from 2018 of Rp. 1.79 trillion which can be realized to Rp. 1.89 trillion in 2019 but still did not reach the planned target.

The description of the growth in the welfare of the people of Gorontalo Province in 2019 needs to be used as a reference for policy makers in making various decisions related to this matter, especially with the population of Gorontalo Province which is increasing and dominated by the younger generation, it is necessary to make planning and management efforts and policy making in improving people's welfare through increasing human resources and alleviating poverty.

Improving the quality of human resources and the problem of poverty has been carried out for several periods but in practice it still needs to be improved. Improving the quality of human resources and poverty are the main focus that must be done, especially with the increasing number of people who are dominated by productive age so that they do not become problems in the future.

The description of the development of the poverty rate based on the number of poor people in Gorontalo Province for several years is as follows:

Table 1.2 Number of Poor People in Gorontalo Province in 2017-2020

Area of the province	number of poor people thousands (people)			
	2020	2019	2018	2017
Boalemo	31,63	31,31	32,83	34,35
Gorontalo	66,72	68,31	74,69	76,93
Pohuwato	28,92	29,13	30,39	32,56
Bone Bolango	25,72	25,91	27,61	27,91
Gorontalo Utara	19,56	19,46	21,09	21,67
Gorontalo city	12,46	11,91	11,91	11,95
Gorontalo province	185,02	186,03	198,51	205,37

Source: BPS, 2021

The poverty rate in Gorontalo Province as a whole has decreased quite encouragingly. Based on 2019 data, the poverty rate decreased by 0.52 points from 2018 of 15.83% to 15.31%. However, in its development, the poverty rate has increased until March in 2020 it increased by 310 people. In September 2019 the number of poor people in Gorontalo was 183,710 people, while in March 2020 it increased to 185,020 people. The poor in Gorontalo Province are in rural areas (Gopos.id.2020).

Various efforts have been made by the government to alleviate poverty in Bone Bolango Regency to address the problem of poverty, including the Productive Economic Development Program for the Poor, the People's Welfare Program, the Program for Handling the Poor, the Program for Providing Decent Housing for the Poor, Disaster Victims and Development Impacts. Province, Health Care Insurance Program, Regional Non-Cash Food Assistance (BPNT-D) and many other programs run by local governments, especially in Bone Bolango Regency in tackling poverty which costs up to billions of rupiah. Although the government has made every effort to eradicate poverty, it has not shown an effective impact in reducing poverty levels in Bone Bolango Regency.

If you look at this, this is due to the low regulation of village and regional governments in making policies that can increase innovations in strengthening the community's economy, people are actually used to being given fishing rods and bait without being equipped with quality policies and good knowledge and skills.

This description illustrates that it is necessary for the village to issue regulations in economic development in the village. Especially coastal villages that are part of tourist destinations as an attraction to grow and develop the economic sector as an attraction for regional income. In addition, the economic sector is urgently needed to increase the productive economic groups of existing villages, especially in the coastal areas of Bone Bolango Regency. One effort that needs to be done is to develop a diversification model of processed fish products as an economic enhancer in Molutabu village as well as to improve the community's economy through productive economic business groups.

The development of processed fish product centers is currently not maximally carried out by the Molutabu Village government, it can be seen that more fish catches are sold raw, but have not been carried out in the form of other processed products that can add to the economic value of the community and also as a strengthening of BUMDes in dealing with the Covid-19 pandemic. In addition, the village government has not issued a formal policy related to the innovation of the potential results of the Molutabu village as income to the village treasury. Many potential villages are managed individually or managed by a third party. The Village Head of the village is not given full authority by the Regional Government for the Management of Village Assets and Potentials, as in the provisions of the Minister of Home Affairs Regulation Number 1 of 2016 concerning Village Asset Management.

The results of research conducted by Marsigit (2010) show that the main raw materials for products in coastal areas are dominated by fishery products (62.86%), in the highlands by food plant products (61.11%), while in the mediumlands by agricultural products. horticulture (66.67%). Meanwhile, the results of the service carried out by Kaseng and Suhaeb (2020) show that in the Empowerment of Processed Fish Diversification Groups in Tanete Rilau District, Barru can lead to the emergence of creative and innovative ideas on the economic value of processed fish to be used as new business alternatives so that they can increase their family income.

Product diversification can be used as a solution by the Molutabu Village government in reviving home processing industry centers that can be productive during the current Covid-19 Pandemic. Therefore, this research would be able to become a policy model in improving the economy of the community in Molutabu village, Bone Bolango Regency.

II. THEORETICAL STUDIES

1. Public Policy Concept

Subarsono (2005:8) says that the public policy process is a series of intellectual activities carried out in the process of political activities which include (1) agenda setting, (2) policy formulation, (3) policy adoption, (4) policy implementation, and (5) Policy assessment. In contrast to Subarsono, Ripley (1985) suggests that the stages of public policy include: (1) agenda setting, (2) policy formulation and legitimacy, (3) policy implementation, and (4) evaluation of policy implementation, performance, and impact.

On the other hand, Anderson (Subarsono, 2005:12), defines the public policy process as follows.

- a. Problem formulation: What is the problem? What makes this a policy issue? How can this issue become part of the government's agenda?
- b. Policy formulation: How to develop existing alternatives to solve the problem? Who participates in policy formulation?
- c. Policy determination (adoption formulation): How are alternatives determined? What are the conditions that must be met? Who will implement the policy? What is the process or strategy for implementing the policy? What are the contents of the policies that have been set?
- d. Implementation: Who are the actors in the policy? What are they doing? What is the impact of policy content?
- e. Evaluation: How to measure the level of success of a policy? Who evaluates the policy? What are the consequences of a policy evaluation? Is there a demand for changes or cancellations?

The research team determined Molutabu Village as the research location village because Molutabu Village is a village near the coast and the population is mostly fishermen. In addition, Molutabu village is a tourism village in Kabila Bone District, Bone Bolango Regency. In this study, the researcher was strengthened by the theory of Kadji (2015: 12), there are three aspects of the public policy process,

namely planning, implementation, and evaluation. These three aspects will be explained as follows.

a. Policy Planning

According to Kadji (2015:14), that in the policy planning process, policy makers collect and analyze various information related to problems that occur in the policy environment. Then elaborate policy alternatives, take various approaches to get support from policy targets. So, planning is a decision-making process to determine the steps in achieving policy objectives. Thus, the policy process is a crucial stage that must be carried out before a policy is implemented. Then, seek support from the policy target, namely the village community by socializing or conveying various information related to village policies related to processed fish products.

b. Policy Implementation

Kadji (2015:14), revealed that the implementation of the policy requires the support of resources and the structure of the policy implementer. In addition, he also revealed the importance of implementing a system of incentives and sanctions so that the policy implementation process can run well.

c. Policy Evaluation

The policy evaluation stage is the process of assessing the implementation of the policy, the performance of the implementer, and the impact of the policy which aims to improve the process of implementing the policy in the future (Kadji, 2015:14). So, evaluation is the stage to understand and assess whether the implementation of the policy is in accordance with the plan.

2. The Role of the Village Governmen

Village Administration according to Law Number 5 of 1979 it is stated that what is meant by village government is activities in the context of administering government carried out by the village government and sub-district government.

The implementation of Village Government is based on Law Number 32 of 2004, the arrangement is based on the idea of diversity, participation, genuine autonomy, democratization and community empowerment. Therefore, the implementation of village government is a subsystem of government administration, so that the village has the authority to regulate and manage the interests of the community.

The development program is an annual operational plan that will contain certain sectoral programs intended to support the achievement of the plan's objectives. A program that is considered good often has an innovative element (renewal), the existence of a new initiative, an experimental approach and the application of new ideas. Programs are also used to solve problems. Circumstances that are obstacles or weaknesses in society, are often overcome by a program.

3. Product Diversification Concept

Product diversification is carried out by a company as a result of implementing product development, while the old product can still be economically maintained. (Assauri, 2009). Product development is an activity or activity carried out in the face of possible product changes for the better, so that it can provide greater satisfaction and attractiveness, so as to obtain greater profits.

In product diversification, companies generally try to increase sales by developing new products. In developing this product, there are several factors that encourage both internal and external factors.

The internal factors that drive product development are:

- a) The occurrence of excess capacity in the company that needs to be considered, so to avoid it, it is necessary to analyze the causes and try to find a solution with product development.
- b) The existence of by-products that may still be made in one type of product to another.
- c) There is an effort to use existing materials in producing a product that has a high value.

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Product development activity is an effort that is planned and carried out consciously to improve existing products or increase the variety of products produced and marketed.

- 1) Concentric diversification, where new products are allowed to have links or relationships in terms of marketing or technology with existing products. There are two ways that can be taken to conduct concentric diversification, namely establishing a new company or it can be through mergers and acquisitions.
- 2) Horizontal diversification, where the company adds new products that are not related to existing products, but are sold to the same customers.
- 3) Conglomerate diversification, where the products produced are completely new, have no relationship in terms of marketing or technology with existing products and are sold to different customers.

III. RESEARCH METHODS

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The research method used is a qualitative research method with a phenomenological approach

IV. DISCUSSION

A. Research Results

1) Strengthening Village Government Policies in increasing the economic income of the community in Molutabu Village, Bone Bolango Regency.

a. Planning

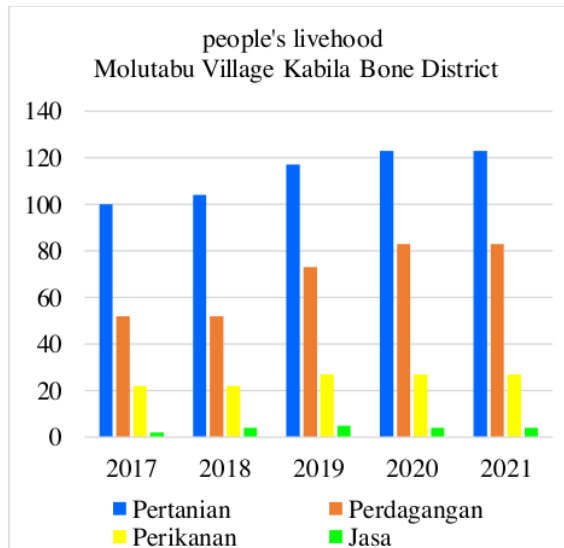
The village government in carrying out village development planning is always changing. This change is always caused by the interests of the village community in meeting their needs which are also always changing. In terms of increasing the community's economic income, the Molutabu Village government has taken policy steps as an effort to maximize the potential of the village itself. The

results of the interview stated that in improving the community's economy, the village government identified what was the potential of the Molutabu village itself. This village has several great potentials, namely, the potential from marine sources, the potential from agriculture and the potential for trade which is a source of livelihood for the village community. To maximize the existing potential, some of the more prominent ones are agriculture and plantations, but the village government also maximizes the potential from the sea, especially maximizing village fishermen to market their catches to meet family needs, because the village is very close to the sea.

Molutabu Village has several potential advantages that are used as village economic growth. but seeing the Covid pandemic, all of these potential advantages have decreased. One that has been impacted, for example, is the Village Tourism Potential, which was previously very crowded with tourists, but now due to restrictions on the number of visits, it has finally decreased, even to the point that no people come to visit.

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Based on the results of the interview with the Molutabu village government, there are three potential villages that can be a source of supporting the village economy, namely the potential from the sea, the potential from agriculture and the potential from trade. These three potentials which, if seen, have great potential, are sourced from agricultural potential, as shown in Figure 4.1, as follows:



Data Source: Molutabu Village Profile, District. Kabila Bone, 2021

Written :
 Pertanian (agriculture) Perdagangan : Trade
 Perikanan (Fisheries)
 Jasa (services

Seeing some of the potential in Figure 4.1, the government policy of Molutabu Village, Kabila Bone District, is to implement policies that can improve the welfare of the people of Molutabu Village. However, this policy needs the full support of the village community. If the village government in every policy making must have a goal not just a coincidence, but everything must be based on the needs of the community itself.

Every village policy needs careful planning, because policy formulation is not separate from other activities, but it does not stand alone and is always related to various community activities and the orientation is how to implement it, especially in increasing the income of the community itself and or advancing village development.

Every village policy needs careful planning, because policy formulation is not separate from other activities, but it does not stand alone and is always related to various community activities and the orientation is how to implement it, especially in increasing the income of the community itself and or advancing village development.

Regarding the policy of diversification of processed fish products, in terms of policy, we have not made a permanent policy that is more specific about processed fish products, but we are still limited to program planning which will become our basis in determining the next program. We have planned to form a group of fishermen. Well, for Molutabu Village itself there are two groups of fishermen. The hope is that this group of fishermen will become part of the family that can support the family's economic resources, for example, the fish caught can be processed and sold in order to earn a livelihood.

Seeing the statement of the informant, it can be understood that in the formulation of village policies regarding the potential of the village, there are still various obstacles besides not fully understanding the needs of the community in accordance with the characteristics of the potential they have. In addition, the problem of the Covid 19 pandemic has made all activity programs still focused on handling the pandemic because all community activities are limited. In strengthening the policy of the Molutabu village government in terms of competition for processed fish products, there are still obstacles, among others, in the village there are no experts in formulating special policies. In addition, processed fish products are still very limited, mostly sold directly or taken directly by collectors.

A policy formulation that can strengthen the diversification of processed fish products is still very limited in the form of programs. This is due to the fact that in addition to the unavailability of experts in formulating relevant policies, it is also caused by the fact that more fish catches are sold directly by the fishermen themselves. If processed fish is made, it still requires separate training and it needs to be done by the village government, besides that activities like this are better done by mothers as a form of empowerment for them.

The village government needs to make regulations to strengthen processed products as a form of empowerment for community members. The community needs relevant training on processed fish products, making it very easy for the community, it is very important, because seeing the Molutabu village area is located along the coast and the fish caught makes it very easy for the community to make product diversification with more variants. With the existence of many variants of processed products, it will expand the range of promotions and have an adequate tourist attraction.

Policy formulation is not only limited to making an activity program, but the program must have clear policy references and become a guide for the village government in making decisions. The Molutabu village government in terms of policy formulation seen from the results of the interviews still really needs full support from all elements. From several sources, informants revealed that the problems that occurred were not due to the unwillingness to create an activity program to empower the community, but for the time being the COVID-19 pandemic is still very limited from all aspects.

The formulation of village policies with current conditions requires the village government to choose alternatives from every existing problem. Village problems are very complex and require good handling solutions from the village government. The results of statements from informants that Molutabu Village in formulating policies always involve the community and also influential figures in the village. This is a form of community participation in village government programs. However, the problem currently being faced is the Covid-19 pandemic which requires a lot of limiting some activities that can bring people together, including villages currently limiting empowerment programs regarding fisherman catches which are used as village programs.

Seeing these problems, the village government needs to make alternative solutions to problems so as not to create a bad impression from the community. Despite the Covid-19 pandemic, people really need attention from the government for their needs.

Based on the results of interviews related to problem solving related to village development policy planning, it is good and carried out in coordination with each other and discussed with stakeholders. This allows planning to be more mature and in accordance with community expectations and/or collective expectations. In village development planning requires cross-village and sub-district coordination in order to harmonize the process of making regulations in each village.

Village government policy formulation plans by taking into account the situation and condition of the village. The main purpose of development is how to develop village potential into opportunities and promote the village, especially the village original income sector in accordance with the rules set together. Based on village problems in the formulation of policies in strengthening the diversification of

processed fish products and other potentials that can be developed.

Based on the interview, the informant stated that in formulating village policies, there must be other alternatives if what we had planned but it changed according to village conditions. For example, before Covid 19 we had planned several empowerment programs, but during the Covid 19 pandemic, all of them were finally canceled and transferred to other programs, such as handling and providing stimulant assistance to the community.

Village policy planning must have high accountability, meaning that it has a strong legal basis that is adjusted to the basic integrity in village development planning as stated in Law Number 6 of 2016 concerning Villages and has relevant references as well as Regulation of the Minister of Home Affairs Number 9 of 2014 concerning Regional Superior Products as a foothold that strengthens village policies.

Seeing the condition of Molutabu village being one part of the village that is always visited by tourists, planning from the village government is very much needed, for example the management of SME businesses and the management of tourist beaches. From the results of interviews with informants in planning village policies that have been carried out well and have involved all elements, on the other hand, researchers see that there are still some obstacles in the formulation of policies related to the management of coastal tourism and superior village products that attract tourists, including processed fish products. This is not impossible, but there are several determining factors, namely 1) fish catches are always directly sold by fishermen, both to TPI and to the general public; 2) there is no public understanding of fish catches; 3) the number of foreign products that enter into competitors' products from within the village itself; 4) village regulations are still largely transferred to the COVID-19 pandemic.

There are still many products circulating in this village sourced from outside the village. This shows that there are no competing products from within the village itself.

b. Implementation

The substance of the policy according to Tachjan (2008) in (Herdiana, 2018) that in essence a policy is a decision on a number or a series of choices that are related to each other that are intended to achieve goals, while the policy environment is the background condition or event that causes an "issue to arise." (problem) policies that affect and are influenced by policy actors and by the policy itself. The purpose of the essence of the policy is the existence of choices from various interrelated parties so that they can produce a joint decision on a legal basis that supports and achieves the goals to be achieved in terms of meeting the needs of the general public. The results of the interview with informants stated that in carrying out the policy, the support of all parties was needed, because this policy was a joint formulation, the main actor was us in the village government. but needs to be monitored by the community and anyone with an interest. Policies that have been formulated together, of course, the actors are the village government and also the

people who are directly involved and related to the contents of the policy.

Based on interviews with informants that the implementation of village policies has involved all elements, and in its implementation the main actors are the village government and also the community who have direct interest in village programs. However, full support from the community is needed in realizing village programs.

The implementation of policies carried out by the village government also needs to change the mindset of the community to be able to develop. This requires technical management at the lower level. This means that those who will implement the policy also require careful planning and can also carry out an assessment process at the end of reporting the performance of the policy itself.

c. Evaluation

Policies that have been implemented by the village need to be known carefully whether the policy has been implemented in accordance with the implementation guidelines or not. Are the targets and objectives in the guidelines carried out in accordance with the rules. Therefore, in the evaluation stage it is very necessary to do so that it can be understood and known how its implementation in the field is in accordance with the measurement of the results to be achieved.

The results of the interview with informants explained that in the implementation of village policies, evaluation stages have been carried out, but this evaluation is carried out if all village programs have been carried out. We see from various community empowerment that until now it has not been maximized, especially in products caught by fishermen. This is because the public has not fully understood the existence of product diversification, the results of the evaluation are carried out every quarter or semester of the village program, the aim is to want village development and village community empowerment to run according to the goals we had planned at the beginning.

From the results of interviews that the village government has carried out policy evaluations, both quarterly and semesterly, on the process of development and empowerment of rural communities. However, if the researchers see that the conditions in the village have not been maximized in strengthening community empowerment, especially in products caught by fishermen or diversification of processed fish products.

Theoretically that evaluation is carried out because of the process of assessing a series of planned activities that are easy to decide and carry out. This goal is a priority to determine the performance of the policies that have been implemented. This will also be a matter of consideration and or review process in improving the implementation of policies in the future. Measuring the success of a policy also requires a standard instrument to be a guide in obtaining accurate and measurable information in obtaining it.

1) The level of public understanding about the application of Diversification of processed fish products in Molutabu Village in Kabila Bone District

In understanding a processed fish product needs to be done in totality. This allows for ease of business communication. why does this need to be done? because there is a tendency to recognize the superiority of the product. Therefore, Molutabu village is a village that is visited by many tourists, so processed fish products are one of the product sub-sectors that will be easy and developed to increase the village's original income. However, this requires a good understanding by the surrounding community.

According to a Molutabu villager who has processed the catch of fishermen, stated that the community basically wants to hear what the village government wants. We know that there are many examples of processed fish products, but we haven't done any training or groups, whether it's a village government program if one forms a business group. But it takes practice first, so that you know and know and it's easy to run the business.

Based on the statement from the Molutabu village community, it can be understood that basically the community is very responsive to the program from the village. However, business groups and training are needed, especially in processing fish catches. The results of the research are that there are processed products from fishermen's catches that already exist in Molutabu village, but unfortunately they are still managed individually and have not even been empowered. In fact, the product has been marketed outside the village and has even been recognized for its product diversification design. However, it has not been able to compete with the products on the market. Selling goods to tourists, but there is no suitable gallery yet, many still use galleries/outlets from the table to be able to sell. and even then the sale only revolves around cakes or ready-to-eat food.

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Based on the results of this interview, it can be understood that tourists who come to the village of Molutabu have not been able to contribute much in increasing the village's original income. Even though there are many natural potentials based on objects that tourists enjoy when visiting the village. In addition, community complaints about the existence of superior village products are not yet available as parts that can be enjoyed by visitors.

2. Factors that determine product diversification in increasing community income in Molutabu Village, Bone Bolango Regency

Molutabu Village in overcoming competition in products, including processed products caught by fishermen. One strategy that needs to be done is the development of new products (diversification). Diversification of processed fish products becomes the village's superior product if it is developed as well as possible. This development will be good if it is supported by a promotion system that is easily accepted by good sellers.

Diversification of processed fish products needs to pay attention to the determining factors, including:

1. Internal factors that drive product development are:

If you look at the condition of Molutabu village in the development of processed fish products, it is still relatively low, not even a competitor of the products circulating in the market, especially in Molutabu village itself which can be sold to visiting tourists. This is based on the informant's statement that for now processed fish products have not been able to compete and develop well, because they are still dominated by products from outside the village. Because they sell to tourist customers by selling hawkers, they can move from place to place. We sell more merchandise only selling on the spot using a normal table gallery, while there are other sellers who come from the city selling can move around and approach customers. So with this we lost to compete with them.

Based on the results of these informants, it can be understood that in product competition a strategy is needed and many product variants are traded. Products are dominated by products from outside the village. Therefore, the village government also needs to consider the sustainability aspects of the processed products of the village community so that they can develop in their business.

2. External factors that drive product development

The Molutabu village government not only strengthens the tourism promotion aspect, but also needs to look at other external aspects, namely ecotourism which can be an added value to local revenue or improve the economy of rural communities. Because the existence of the Waisata village is the center of government attention, it can technically prepare whatever the village needs in village management. This relates to activities that can be carried out by the village government to achieve tourism development goals in the village to inform, promote tourists can choose to come and also provide the widest opportunity for village communities to sell their handmade products and consumers can buy a product offered.

In terms of products, Molutabu village still needs to consider the leading sector which is a priority scale in supporting tourism management. Empowerment of rural communities in producing processed fish products is also an important part, considering that the community is located on the coast.

The results of interviews with informants stated that Molutabu Village in promoting tourism still needs to be supported by specific regulations, especially in regulating the village's leading sector. The leading sectors include processed fish products, which until now have not been empowered. So that it cannot compete in the market, especially for visitors to the beach of Molutabu village. Many products that come from the city and even from other districts enter the village of Molutabu to be traded to customers who visit the beach of Molutabu Village. They are the competitors in the product. Their products are superior and easy to circulate, while the

community selling Molutabu village only opens a gallery in the form of a table and sells and keeps it in place.

Based on the results of the interview that in strengthening the circulation of products outside the village as well as competitors in the product, it is necessary to have superior and easily traded products. In addition, the village government needs to make a regulation regarding the entry of products outside the village during tourist visits to the village. This aims to minimize opportunities and competitors for existing village products.

In the product the need for diversification because it overcomes the saturation of a product. Therefore, the need for this diversification strategy to become a new experience, both in terms of the market and in terms of the products sold. Due to the presence of new competitors, many sellers, especially small and medium traders, are the backbone of the family economy. The tight competition between products that are currently developing, especially in traditional markets and modern markets. So that the number of products or services offered to customers, there will also be more choices for consumers to determine whether to buy these goods.

B. DISCUSSION

Strengthening Village Government Policies

The village government is the organizer of policies in realizing village autonomy in order to achieve the desired goals together with the village community. Efforts to establish policies towards strategic village development with a predetermined period of time are also efforts to ensure long-term sustainability of village development in the stages of planning, budgeting, implementation, up to the evaluation stage of policies to achieve community welfare.

The opinion expressed by Anderson 1984 in (Tahir, 2014: 21) policy is an action that has a purpose carried out by an actor or a number of actors to solve a problem. Furthermore, Koontz and O'Donnel (1988) in (Tahir 2014:21) where he defines policy as a general statement of understanding that guides the mind in decision making. From the existing opinion, it can be concluded that policy is an action to achieve a goal carried out by a number of people in solving problems experienced by society in general and also as an administrative statement.

The substance of the policy according to Tachjan (2008) in (Herdiana, 2018) that in essence a policy is a decision on a number or a series of choices that are related to each other that are intended to achieve goals, while the policy environment is the background condition or event that causes an "issue to arise". (problem) policies that affect and are influenced by policy actors and by the policy itself. The purpose of the essence of the policy is the existence of choices from various interrelated parties so that they can produce a joint decision on a legal basis that supports and achieves the goals to be achieved in terms of meeting the needs of the general public.

The following are the stages that are of concern to researchers by looking at policies from the stages of planning, implementing, and evaluating policies.

1) Planning Stage

Planning is an activity that is carried out in coordination in order to achieve goals within a specified period of time, so it can be said that in planning there are various activities in the direction of the desired achievement, analysis is carried out, capacity assessment, determines desired achievements and steps. -steps or stages to achieve it. According to Robbins & Coulter in (Engkus, Endang Hermawan, 2020), planning (planning) is a process that starts from setting organizational goals, namely determining strategies for overall achievement and formulating a comprehensive planning system for integrate and coordinate all the work of the organization, until the creation of organizational goals.

Conyers and Hills in (Sudari, 2016), define planning as a continuous process that includes decisions or choices of various alternative uses of resources to achieve certain goals in the future. The purpose of the existing opinion is that in planning there are decisions and also choices to utilize the resources owned with the aim of future interests.

2) Implementation Stage

The stages of policy implementation are also part of the activities that have been planned by stakeholders in order to realize the effectiveness of public services, as stated by Afandi and Warijo, 2015 in (Desrinelti et al., 2021) that policy implementation can also be interpreted as an activity that planned and carried out in earnest based on the reference of norms that are adjusted to the achievement of agreed learning objectives. As stated by (Bakry, 2010; Juliastuti, 2013) in (Desrinelti et al., 2021:84) the implementation of public policy is also determined by community involvement in the form of social, economic and political power as well as the involvement of various parties. From some of the existing opinions, it can be concluded that the implementation of policies is closely related to social, economic and political issues, where for the sake of the public interest and also the need for community involvement, the implementation of public policies cannot be separated from the existence of norms as the main goal.

3) Evaluation Stage

Monitoring or evaluation is a very important field used to supervise the implementation process of a policy. Monitoring is also said to be direct observation in the field regarding whether or not a policy has been achieved and it is also necessary to assess the effectiveness and efficiency of a policy so that it can be an important record to see whether the results obtained have achieved their goals or not.

The opinion expressed by Rossi & Freeman, 1993 (in Keban, 2014: 79) that evaluation is not only useful for considering the usefulness of ongoing programs, but also for seeing the usefulness of new programs and initiatives, increasing the effectiveness of program management and administration, and accountable for the results to the party sponsoring the program. With the evaluation, policy

implementers can see what are the shortcomings and weaknesses of the policy so that these weaknesses need to be corrected and whether the benefits that have been produced are able to answer all the problems experienced by the public.

Determinants of product verification

As research conducted by (Herawati et al., 2020: 220). diversification is the diversification of types of processed fishery products from raw materials that have not been/has been utilized while still paying attention to quality and nutritional factors, as an important effort to increase consumption of fishery products both quality and quantity and increase selling value. Meanwhile, according to According to Ansoff, 1957 in (Darmajati, 2019) diversification is related to changes in the characteristics and numbers of the company's product lines and/or market share. So it can be concluded that verification is related to the diversity of processed products whose products are maintained both in terms of quality and nutrition, not only product problems but also the presence of changes in the characteristics of these products.

1) Internal Factor

a) The occurrence of excess capacity

Judging from the internal factors that excess capacity is one of the determinants to help improve the community's economy in this case through products owned by the community itself. The community service that has been carried out by (Rosmilawati, Asri Hidayat, 2018) is in accordance with the results of research that fish processing is very easy to do by being able to provide additional income for the sustainability of family life. In addition, there is knowledge as well as increased insight in managing business and marketing business results, so that this is very helpful for the community, where with some material presented by the team to the community it is able to provide knowledge in increasing the capacity of the community itself.

The purpose of the results of the service carried out is that the community has been helped by the business of managing fish to be used as products that can earn income so that it can improve the community's economy, besides that there is community knowledge which is the basis for helping to improve community business such as providing materials that have an impact on increasing community capacity.

b) There are by-products

One of the internal factors is that the efforts made by the village community in terms of processing marine products will have an impact on increasing the side business of the community itself. There are results of research conducted by (Purnomo & Apriliani, 2017) where the results of tabular descriptive analysis have been carried out with data as supporting data where the production of shark and stingrays can have an effect in the sense of being able to make a significant contribution to fishermen's income, where there are people who do Capture is also the main target and a by-product of the local community.

In general, it can be understood that the existence of processed fish products can make a major contribution to the community, where the community can have by-products to improve the economy of rural communities so that this needs to be considered by the village government through village community empowerment programs, so that the government's involvement in supporting community activities in improving the economy through processed fish products in order to meet community needs.

c) There is an attempt to use the material

The main ingredient that is the focus of this research is to see how the community carries out activities in processing fish so that it becomes a product that has a selling value in order to improve the community's economy, as stated in the study (Kiranaangraeni, 2017, p. 331) that there are several types of fish processing, including canning, processing fresh fish, freezing, drying, smoking, pemindangan, fermentation, reduction, surimi, and others, (www.kkp.go.id, 2013).

The main ingredient used is fish with a variety of different processed forms so that it can be a different product but the basic ingredients still use fish, in accordance with the wishes of the community and market needs to be managed. Like crackers made from processed fish or other ingredients such as squid. The form of community creativity is the main thing in developing the economy and also a shared desire also on the basis of good cooperation among the community, as well as the community with the local government.

2) External Factors

a) There is competition

The meaning of Nikijulw's opinion (2002) in (Fatchiya et al., 2019, p. 240) that there is a problem commonly faced by the community in this case micro business actors, namely being hampered because access to capital is less supportive, market needs are less responsive in meaning weak market needs, and lack of understanding of the use of technology in marketing. Understanding existing opinions, where the weakness in product marketing is competition such as products that come from the same material but have different advantages so that there can be intense competition when there is no effort to improve the products they have.

Based on the results of the SWOT analysis in the face of competition, where it is necessary to take action to maintain quality and improve sales services, expand marketing networks, utilize technology to innovate products, increase local promotional activities, optimize the use of technology and information to improve market access, establish marketing units in an integrated manner, specifically, utilizing associations to establish good relations and conducting hearings with relevant agencies, setting market price strategies to face competition, increasing cooperation with relevant agencies and other cooperatives/SMEs in order to gain access to raw materials (Setiyorini et al., 2018).

b) There is an effort to become a leader

There is an interest that occurs in each individual in a community group in running a small community business, especially in product processing, so that it can have a fatal impact on the growth of the community's business itself and can result in less effective achievement of goals than businesses that have been built by community groups. It is necessary to build good cooperation in a group as stated by Herlina (2017) in (Ihwan Ridwan, 2020) that community small and medium enterprises (MSMEs) that do not build cooperation will experience problems with capital and marketing. The purpose of the existing opinion is that there is a need for cooperation to achieve common goals, overriding individual interests in running a business, so that it does not have an impact on failure.

c) There is a decline in demand

Product diversification is as stated by (Tjiptono, 2001) that efforts to find and develop a new product or market need to increase sales, profitability and flexibility as well as lead to customer satisfaction (Sofia & Yunita, 2021). This is a step to avoid a decline in market demand related to processed fish products carried out by the community.

External factors as the discussion that there is a decline in market demand related to processed fish products, then the thing that needs to be done as stated by (Muhammad, 2002) is to make good quality so that it will increase confidence in the products sold and can create a new impression of quality improvement. product (Pudak et al., 2018). So it can be understood that to avoid a shortage of market demand, the thing that needs to be done to increase the value of the product is the need for action to improve product quality so that it can give the impression or new things related to the product to customers.

V. CONCLUSION

The policy evaluation stage has been carried out well, although it is still a program and has not yet been included in the product of permanent regulations or permanent village regulations. While the determinants of product diversification are seen in the internal factors that encourage product development, there is no company that can create or produce processed fish in Molutabu Village, and external factors that encourage product development in Molutabu Village still need to consider the leading sector which is a priority scale in support tourism management. Empowerment of rural communities in producing processed fish products is also an important part, considering that the community is located on the coast. The leading sectors include processed fish products, which until now have not been empowered. So that it cannot compete in the market, especially for visitors to the beach of Molutabu village. There are still many products that come from the city and even from other districts into the village of Molutabu to be traded to customers who visit the beach of Molutabu Village.

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