

Local Salt Business Development Strategy In Kec. Bangkala District. Jeneponto

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ABSTRACT

Bangkala District, Jeneponto Regency in Sulawesi South Is an area where salt is one of the businesses that is still being carried out by the surrounding community to this day because the raw materials for producing salt are easy to find, including ponds and brine which are very abundant as the main ingredients for making salt. The local salt business in Bangkala District, Jeneponto Regency, in order to develop, requires the formulation of an appropriate strategy. The purpose of this research is to determine local salt business development strategy in Bangkala District, Jeneponto Regency. This type of research is qualitative research and SWOT analysis. Based on the analysis it was concluded that the strategies that can be used in developing local salt businesses in Bangkala District, Jeneponto Regency **First Quality** of human resources for salt farmers by providing training on how to produce, digital marketing, and promotion by utilizing social media candone. **Second Technology Production** can be used to improve quality and quantity of salt Third need the right financing model for salt farmers so that they are no longer constrained by capital in producing salt.

Keywords: Strategy, Effort, Salt, SWOT

1. Introduction

Indonesia as a maritime country certainly has abundant marine and fisheries potential, but this potential has not been exploited optimally. One of the potentials in the marine and fisheries sector that can be exploited is salt. Geographically and in investment economic conditions, Indonesia has the potential to meet salt needs. Salt is a strategic commodity because apart from being a basic necessity for human consumption of ± 4 kg/year, it is also used as an industrial raw material. The use of salt is broadly divided into 3, namely (1) salt for human consumption, (2) salt for salting and various other foods, (3) salt for industry (Ministry of Maritime Affairs and Fisheries, 2008 and Witrianto 2009). Apart from this potential, salt commodities if not managed well can cause problems.

Jeneponto Regency is one of the regions in Indonesia that produces salt. There are several considerations that underlie the development of the salt business in Jeneponto Regency, including: (1) Jeneponto Regency, one of the Indonesian Regencies which has ± 600 Ha of land, which has the potential to develop ponds and a salt industry, (2) sea water as the main raw material for making salt not yet polluted, (3) climate that supports salt cultivation, (4)

Indonesia still imports salt from abroad as much as 1,200,000 tons/year, (5) national and regional policies directed towards managing coastal and marine resources and making this sector as a source of new growth and the main focus of development now and in the future.

Jeneponto is one of the districts in South Sulawesi that has salt pond potential, but Jeneponto Regency's salt production is decreasing every year. According to data from the Central Statistics Agency (BPS), Jeneponto salt production from 2014 to 2017 experienced a decline, namely 72,864.42 tons, 51,237.9 tons, 21,316 tons, 19,731.82 tons, respectively (Makassar latest.id, 2019). One of the reasons is that coastal communities still know little about how to process salt with high quality. Most Indonesian salt farmers produce salt using traditional methods without paying attention to the quality of the salt products they make. Salt productivity only reaches 80-85% quality (Saputra, 2012). Apart from that, factors that influence salt production are that sea water still contains many impurities (Ca^{2+} , Mg^{2+} and SO_4^{2-}), weather factors, inadequate technology, lack of facilities and infrastructure, as well as low marketing capabilities and distribution channels

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controlled by traders. The low quality of salt results in low prices received by salt farmers. This condition clearly affects the welfare of salt farmers (Rindayani, 2013). This gap, both in terms of quantity and quality, is the door for imported salt to enter considering the existence of salt as a basic commodity and having no substitute products (unsubstituted). This condition results in the increasingly strong position of imported salt and conversely, national salt becomes increasingly sluggish (Dharmayanti et al, 2013).

Research conducted by Syahfudin (2009), in research on perceptions regarding the factors that influence fishermen's income. Suggests that the factors that influence fishermen's income, namely working capital, work experience, number of fishing gear, boat speed as independent variables significantly influence fishermen's income. The work experience possessed by a salt farmer directly or indirectly influences the production results and income of the salt farmer himself. The longer a farmer works in salt management, the greater the opportunity to produce better production and income. If we compare it with salt farmers who have 1–10 years of experience, it will be different from salt farmers who have worked for more than 11 years. Both in terms of managing business capital, the time spent managing the salt land in a day, the level of productivity they have and their skills are of course different. This will also influence how much income they will earn.

Based on these problems, it is necessary to carry out research regarding the Business Development Strategy for Local Salt Farmers in the District. Bangkala District. Jeneponto. The aim of this research is to find out the strategy for developing local salt businesses in the district. Bangkala District. Jeneponto carried out by salt farmers? And to identify internal and external factors, in formulating general strategies, alternative strategies and strategic priorities for the development of local salt businesses in the district. Bangkala District. Jeneponto?

PROBLEM FORMULATION

Based on the explanation of the background, the author formulates a problem formulation, namely: "How to determine or formulate a strategy for developing a local salt business in the district. Bangkala District. Jeneponto?"

RESEARCH AIM

The aims of this research are: "To determine or formulate a strategy for developing local salt businesses in the district. Bangkala District. Jeneponto?"

BENEFITS OF RESEARCH

As input to salt farmers, especially salt farmers in Bangkala sub-district, Jeneponto Regency, in determining the right strategy for developing the salt business. As well as the government as a reference material in formulating policies for developing salt processing activities so that they become a reliable basis for improving the welfare of coastal

communities, especially salt farmers whose economic conditions are prosperous.

2. Research Methods

The type of data used in this research is qualitative using SWOT analysis. By knowing the external and internal factors of the salt business. The data sources used in this research are primary sources and secondary sources. The primary data in this research is a general description of the research location and the internal and external factors of the salt business in Kec. Bangkala District. Jeneponto obtained directly from key informants by distributing questionnaires. Secondary data in this research are salt farmers in Kac. Bangkala.

SWOT analysis is a strategic planning method used to evaluate strengths (*strengths*), weakness (*weaknesses*), chance (*opportunities*), and threats (*threats*). SWOT analysis can be applied by analyzing and sorting various things that influence the four factors, then applying them in a SWOT matrix image, where the application is how strengths are able to take advantage of emerging opportunities, how to overcome weaknesses that prevent advantages from existing opportunities, then how strengths are able to overcome existing threats, and how to overcome weaknesses that will later become threats (Davis, 2004 in Susanty et al, 2015).

The results of the analysis can provide an overview of the general conditions of the salt business in the district. Bangkala District. Jeneponto is good in terms of strengths, weaknesses, market opportunities and the existing competitive map, so that positive market strategies can be sought for salt producers.

Identification of factors that are potential (strengths and opportunities) as well as factors that are problems (weaknesses and threats) of people's salt businesses are made in the form of tabulations and strategic analysis in the form of a SWOT strategy analysis matrix. As research conducted by Kustanti et al. (2012) that the process of preparing a SWOT analysis is carried out in three stages: 1. Data collection stage including primary data and secondary data 2. Analysis stage 3. Conclusion making stage to make decisions.

3. Results and Discussion

Based on the results of the analysis carried out on salt businesses in Kec. Bangkala District. Jeneponto by evaluating the strength (strengths), weakness (weaknesses), chance (opportunities), and threats (threats) in Kec. Bangkala District. Jeneponto to find a strategy for developing the salt business.

Strength (Strengths)

A. Salt Effort

1. Raw materials by flowing from the sea to prepared land through prepared water channels.

B. Workforce

1. Salt experts are experienced because this profession has been carried out for years and from generation to generation.

2. The salt and pepper business is the family's main livelihood.
3. The supporting workers who are assisted for the production and post-harvest processes are people who live in the area and some are also family members who have experience working in salting because the salt production process requires workers to work on land processing at the start of the season. Meanwhile, post-harvest requires workers to transport salt, either to put the salt into the salt warehouse or to the roadside when it is bought by traders or marketed on the roadside.

C. Location

1. The salt production location is not far from home so it can save on transportation costs and security.
2. There are quite a lot of local buyers who come directly to the salt business and if a purchase occurs, it will be transported directly.

E. Government Support

1. The People's Salt Business Development Program (PUGaR) and several programs really support salt farmers in developing their salt businesses and being more active in working to increase the quantity and quality of salt.

Chance (Opportunities)

A. Geographic Conditions

1. District District. Bangkala District. Jeneponto has strategic geographical conditions for producing salt, because it is located on the coast so that seawater raw materials are available to support salt business activities.

B. Market opportunity

1. The salt business has quite a lot of very broad market opportunities, especially marketing to industry if it can improve production quality.
2. The need for salt consumption is very large and salt consumption has never been abandoned, especially in producing food and several other products, so the marketing opportunities are quite large.

C. Socio-cultural

1. The attitude of the salt farming community which is cooperative and mutually helpful makes it possible to develop more and better salt production.

D. Government policy

1. The government's people's salt business development program helps salt farmers increase salt production and quality.
2. Partner cooperatives are required to be able to help provide business capital to smallholder salt farmers.

Weakness (Weaknesses)

A. Production

1. Salt farmers in Kec. Bangkala District. Jeneponto still produces low quality salt where the NaCl content is low, the water content is high and impurities are still present.

B. Human Resources (HR)

1. Human resources have low education so they are limited in thinking about finding new formulas by using technology in salt production so that both quality and quantity can increase.
2. Salt processing on land is still separate, so production still relies on the capabilities of each salt farmer and the condition of the land.

C. Management

1. Salt production does not have good business management so that the business can be measured and recorded and the recording of salt production results has not been carried out properly by salt farmers resulting in no evaluation material being recorded from the salt production process which has been carried out for a long time which can be used as a consideration for further increasing salt production.
2. Salt farmers do not yet understand the benefits of using information technology, so the administrative processes used are still manual and tend to be ignored. Marketing with the use of production and marketing technology information is almost non-existent. Still relying on information from local government. Salt farmers do not yet have a business permit from the issuing government.

D. Modal

1. Some salt farmers still use business capital from personal capital, namely by setting aside the proceeds from selling last year's salt which was not that much.
2. The proceeds from the sale of salt are spent on daily needs so they don't have capital savings because
3. Obtaining access to capital is hampered because financial institutions do not accept collateral for capital loans and business guarantees.

Threat (Threats)

1. The salt fields belonging to salt farmers continue to experience leaks so that the water decreases quickly.
2. A number of salt fields have been converted into fish and shrimp ponds, changing the function of land from salt ponds to fish and shrimp ponds, causing a decrease in production.
3. Farmers also carry out limited marketing by storing their salt production on the side of the road. Marketing is also still controlled by local middlemen/traders. This condition results in dependence of salt farmers on buyers so that the price of salt is determined by the buyer.
4. Based on the potential and problems raised, the salt business development strategy that can be carried out in the district. Bangkala District. Jeneponto can be analyzed through a matrix where in the matrix analysis it can explain opportunities with strengths, opportunities with weaknesses, threats with strengths

and threats with weaknesses in the salt business. The following matrix can be

presented in the table as follows:

Table. I SWOT Matrix of Salt Business in Kec. Bangkala District. JeneponoSalt Business Development Strategy

INTERNAL EXTERNAL	POWER(S)	WEAKNESS (W)
OPPORTUNITY (O)	1) Own business premises 2) The age of salt farmers is still relatively productive 3) Have sufficient experience 4) The location of the productive business is a coastal area so that seawater raw materials are available to support the activities of the people's salt business in the industrial salt market. 5) The PUGaR program really helps salt farmers to be more productive and develop, supported by partner cooperatives.	1) The level of education of salt farmers is still relatively low 2) The equipment used to produce salt is still traditional so the quality is low. 3) Promotion is carried out through information from person to person, and farmers sell their salt by placing the salt on the side of the road. 4) Low intensity of individual promotion 5) It is hoped that individual salt production will be group in nature so that cooperation and togetherness between salt producers can be realized so that power and bargaining value will increase. 6) Limited access to capital for salt farmers in financial institutions due to non-representative business guarantees, this can be overcome through partner cooperatives appointed by the government to meet the capital needs of salt farmers.
THREAT (T)	1. Experienced in salt production so that they are able to overcome salt pond problems if there is a leak on the land. 2. The salt production technology used is still traditional so the quality of the salt produced is low resulting in competitiveness in the wider market. 3. It is hoped that government support through PUGaR partner operations will be able to play an active role as buyers of people's salt using a partnership pattern.	1. By forming a group mechanism, salt businesses can interact and exchange information with other salt farmers regarding problems and strategies for developing salt businesses, etc 2. The production technology is expected to be able to produce quality salt so that it has competitiveness in the wider market. 3. With good marketing and management, the salt business will have good prices and bargaining power.

Source: data processed by researchers

1. SO Strategy (Strengths + Opportunities)
 - a. Own business premises
 - b. The age of salt farmers is still relatively productive
 - c. Have sufficient experience
 - d. The location of the productive business is a coastal area so that seawater raw materials are available to support the activities of the people's salt business in the industrial salt market.
 - e. The PUGaR program really helps salt farmers to be more productive and develop, supported by partner cooperatives.
2. ST Strategy (Strength + Threat)
 - a. Experienced in salt production so that they are able to overcome salt pond problems if there is a leak on the land.
 - b. The salt production technology used is still traditional so the quality of the salt produced is low resulting in competitiveness in the wider market. So technology is needed in salt production so that quality and quantity can increase.
3. WO Strategy (Weaknesses + Opportunities)
 - a. It is hoped that the government will pay more special attention to salt farmers by providing training on correct processing and marketing methods to ensure high quality salt production and wider marketing.
 - b. Salt production is still traditional. It is hoped that the government will provide modern production equipment using technology so that the production results are of high quality and can be accepted on the market.
 - c. It is hoped that individual salt production will be group in nature so that cooperation and togetherness between salt farmers can be realized so that power and bargaining value will increase.
- c. It is hoped that government support through PUGaR partner operations will be able to play an active role as buyers of people's salt using a partnership pattern.

- d. Limited access to capital for salt farmers in financial institutions because guarantees for salt farmers' businesses are not accepted. This can be overcome through partner cooperatives appointed by the government to meet the capital needs of salt farmers.
4. WT Strategy (Weaknesses + Threats)
 - a. By using production technology, it is hoped that we will be able to produce quality salt so that it has competitiveness in the wider market.
 - b. A business group is formed between salt farmers so that salt businesses can interact and exchange information with other salt farmers regarding problems and strategies for developing salt businesses as well as forms of marketing, etc.
 - c. With good marketing and management, the salt business will have good prices and bargaining power.

4. Conclusions and Suggestions

4.1. The knot

The author can conclude that based on the results of the analysis, there are several factors that are obstacles and weaknesses of the salt business in the district. Bangkala district. Jeneponto has low education, marketing is not done optimally and does not use social media, promotion of the product is not carried out, and the quality and quantity of salt is low so the market is not wide.

Form a strategy for developing a local salt business in the district. Bangkala district. Jeneponto based on the SWOT metric analysis, the form of policy and business development strategy that can be implemented is the education of salt farmers who are relatively low level, the form of strategy that can be carried out is by providing training on correct forms of production, marketing and promotional forms by utilizing social media, forming business groups. between salt farmers, salt businesses can interact and exchange information with other salt farmers regarding problems and strategies for developing salt businesses as well as forms of marketing, the use of production technology can increase the quality and quantity of salt produced so that marketing of salt can be carried out widely, providing business capital more evenly. Again for all salt farmers.

4.2. Suggestion

Forms of salt production in Bangkala District, Jeneponto Regency. It is necessary to improve the form of production, preferably using technology, marketing should use digital marketing, salt farmers are given training in proper salt management or production skills and there is also a need for in-depth studies regarding the appropriate financing model for existing salt farmers. in Bangkala District, Jeneponto Regency so that in terms of quality

and quantity as well as wider marketing and the salt business can develop.

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