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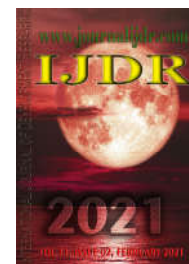
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## CONSTRUCTING THE DEVELOPMENT APPROACHES FOR COMBATING POVERTY IN THE NORTHERN PART OF MEDAN METROPOLITAN

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### ABSTRACT

Coastal Areas of the East Coast of Sumatra have been long noted as low economic. An Explorative Procedure was carried out to find a new model for getting the location leverage to meet a minimal standard. Data obtained concerned with a new model to have a fast tract to settle the North Medan Coastal Area of North Sumatra. A study found that interdisciplinary approaches, which involve economics, ecology, engineering, sociology, law, and others relevant because coastal areas consist of social systems and natural systems that are intertwined in a complex and dynamic manner. Community-based management is one of the approaches to natural resource management that place local community environmental knowledge and awareness as the basis for its management. Community development with CBM is associated with belief. It concludes that the multidisciplinary approach meets the different sectors in combating poverty in North Medan City.

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## INTRODUCTION

The development of potential coastal areas and efforts to exploit coastal areas through fisheries and marine activities is believed to significantly impact people's incomes and the economic improvement of a region (Tjilen et al., 2018). Community development in coastal areas involves three approaches: ecological, administrative, and planning (Nandi, 2014). An ecological perspective views a coastal area in the marine processes; the sea includes areas that are still affected by land processes such as sedimentation. Thus the coastal area is an area that administratively has an upstream outer boundary from a District or Regency or city with an upstream and towards the sea as far as 12 miles from the coastline for Provinces or 1/3 of 12 miles for Regencies and Cities. Thus, the planning aspect sees the coastal area is a management planning area and is focused on handling issues that need a fast respond. Arrangement of coastal and marine areas is integrated in the development activities to achieve sustainable development (Dahuri et al. 2004; Banica, 2003; Crossland et al., 2006). In this context, integration contains three dimensions: sectoral, scientific fields, and ecological linkages. Sectoral integration means that there needs to be coordination of duties, authorities and responsibilities among sectors or government agencies at a certain level of government (horizontal integration); and between levels of government starting from the village, sub-district, regency, provincial

to the central level (vertical integration). The integration of scientific viewpoints makes the coastal areas based on interdisciplinary approaches, which involve economics, ecology, engineering, sociology, law, and others that are relevant because coastal areas consist of social systems and systems nature that is intertwined in a complex and dynamic manner.

## METHODS

Integrated coastal area management is a planning activity for managing coastal resources through participation or involvement by economic sectors, government agencies, and non-governmental organizations that are related to the management of these coastal areas (Sui et al., 2020; Umar et al., 2013) and carry out regional development, and local governments can do so following the capabilities of the coastal area and the construction of facilities and infrastructure (Dahuri, 1999). The management decentralization approach in integrated coastal zone management (ICZM) gives full authority to local governments to manage coastal areas in their regions by regulating and selecting plans and management activities that are more specific for conservation and economic activities. And the social needs of the community play a role in managing its coastal areas (Clark, 1996).

### Coastal development planning in the city of Medan

Based on Law No 23 of 2004, the Central Government has provided more straightforward and more real autonomy, including managing coastal and marine resources. These powers include:

- Exploration, exploitation, conservation and management of marine resources within 12 nautical miles.
- Administrative interest arrangements.
- Spatial arrangement.
- Law enforcement of regulations issued by the Regional Government or those delegated by the Central Government.
- Assistance to the enforcement of security and state sovereignty, especially at sea.

Regional authorities over the sea area will help resolve problems at sea that require quick and strategic action. These problems include safeguarding the sea from the looting of foreign fishers who commit theft utilizing bombing and poisoning fish, taking protected sea and other ecosystem damage problems. Apart from these powers, regions can also establish and or develop technical / service institutions to handle authorities in the fields of exploration, exploitation, conservation and management of marine resources, administration, spatial planning, law enforcement, and security assistance and state sovereignty. In this case, the implementation of regional autonomy, the decentralization of the management of coastal and marine resources, will have implications and lead to different consequences, better or worse than past resource management practices. For coastal marine resources, these implications and consequences include:

- Institutional
- Human Resources
- Management Practices
- Community Participation

So far, the massive and uniform development approach has not had a positive impact on society because, generally, development designs are made based on the dominant group's aspirations (mainstream), in power, capital, and access to the bureaucracy. As a social unit, the community, especially the indigenous community, is disadvantaged. Communities, primarily indigenous peoples living in coastal and marine areas, are often not represented in the development process. The impoverished community must be given the freedom to protect themselves and their culture; because of the climate changes that harm their livelihoods. The concepts of self-determination have been widely accepted in international principles, but the implementation is still relatively far away in Indonesia.

**Empowerment of Coastal Communities:** Empowerment is placed on the strength of the individual and social levels. According to law, empowerment is defined as a psychological understanding of the influence of individual control on social conditions, political power, and their rights. The building is empowering individuals in society, which means that a person's overall personality is enhanced. So community empowerment means building the collective personality of a society. A development that has no impact on individuals is not development. Sustainable development at the coast requires a holistic perspective that inculcates social/cultural, economic, and governance dimensions and environmental dimensions (Visbeck et al., 2014). Kusnadi (2009) said that the empowerment of fishing communities is defined as conscious efforts that are planned, systematic, and continuous to build social, economic, and political independence for fishing communities by managing the potential resources they have to achieve social welfare that is significant in nature-continuation (Kartasasmita, 1996), and uses three approaches, namely: first, a focused approach, meaning that community empowerment must be directed, namely taking the side of the poor, second, a group approach, meaning together to facilitate solving the problems faced. Third, the mentoring approach, which means that forming and organizing groups of poor people, needs to be accompanied by professional assistants as facilitators, communicators, and dynamics of groups to accelerate the achievement of independence

(Kartasasmita, 1996). The personality that is built is none other than an identity that is different from the previous one, which has self-confidence, creative ability, and the ability to face the world with 3P, namely poise (calm attitude), purpose (life goal), and pride (proud of its existence). The manifestation of community rights' statement is their participation in development, from planning to the evaluation of development results. Therefore, empowerment encourages community participation, making the development process more potent from the bottom (bottom-up) than orders or top-down directions. Based on this concept, the empowerment process generally includes the following activities: formulating partnership relationships, articulating challenges and identifying existing strengths, defining the direction set, exploring source systems, analyzing resource capabilities, formulating problem-solving frames, optimizing utilization source and expand opportunities, acknowledge findings, and integrate progress.

### The empowerment of coastal communities has several strategies, including:

- Facilitation strategy, which is to expect the target group to be aware of the options and resources they have. This Strategy is known as a cooperative strategy, in which the variable agent jointly seeks solutions with their clients (the community).
- Educational Strategy is a strategy intended for people who do not have the knowledge and expertise for the segment to be empowered.
- Persuasive strategies, namely, strategies aimed at bringing about change through habits in behaviour. This Strategy is more suitable if the target is not aware of the need for change or has a low commitment to change.
- Power strategy, which is an effective strategy, requires a variable agent who can give bonuses or sanctions to the target and monopolize access. For implementing the strategies, special programs must be created and implemented in a structured and planned manner with a strong commitment.

In connection with the empowerment strategy, it is said that community-based resource management (CBM) is a strategy to achieve community-centred development, where the centre for decision making regarding sustainable resource use in an area is in the hands of organizations in the community in the region. Community-based management is one of the approaches to natural resource management that place local community environmental knowledge and awareness as the basis for its management. Community development with CBM is associated with belief (religion). Therefore, community-based management accommodates various interests (including government) in natural resource management called CO-Operative Management (CO-Management). Management using the CBM concept is almost without government interference. Management with CBM has risks if human resources are not ready. However, the concept of community-based natural resource management is, in fact, not entirely successful without the involvement of the government in its implementation. The community has many deficiencies, especially in educational qualifications, awareness of the importance of the environment, finance/capital, etc.

Coastal communities have traits or specific characteristics typical/unique. This property is closely associated with the nature of business in the fishery itself (Cooper & McKenna, 2008). Formulating a model of traditional fishermen's economic empowerment must pay attention to their characteristics (Frith 1967 in Mubyarto 1994). Geographically they are a society that has a particular culture that differentiates them from other social groups (Kusnadi, 2009), and they are hard workers. Smart and resilient can survive and escape the chains of poverty, namely poverty itself (Chambers, 1983). Among the three groups (agricultural labourers, small farmers, and fishermen) in the most impoverished rural areas, fishers are the ones who have the most challenging life because they are part of a group that has been expelled from agricultural areas (Mubyarto & Kartodirdjo (1988).

Suyanto (1996) argued that two factors cause the emergence of increasingly severe vulnerability among fishermen's families, namely: (1) the rhythm of the season in which changes greatly influence fishermen's life in weather and nature; and (2) price and fish resistance factors. Fishermen's catch where the price of fish is very much determined by the fish's physical condition. The factors mentioned above cause the income level of traditional fishers to be relatively low. The concept of empowerment in community development discourse is always associated with the concept of independence, participation, networks, and justice. Empowerment is placed on the strength of the individual and social levels. Empowerment suggests a healthy and strong mental attitude. The concept of empowerment says that coastal and marine communities' empowerment is the empowerment of coastal communities to utilize and manage the fishery and marine resources optimally and sustainably to improve their welfare. Thus, said Soesilowati in Latif (1999), it noted strategies which can empower coastal communities, namely:

- A facilitative strategy expects the target group of a program to be aware of the options and resources they have. This Strategy is known as a cooperative strategy, in which the agent of change works together with the community to find a solution to a problem.
- Educational Strategy, a strategy that provides knowledge and expertise to the community to be empowered.
- Persuasive Strategy, a strategy that seeks to bring about change through habits in behaviour. This Strategy is more suitable if people are not aware of the need for change or have a low commitment to change.
- Power strategy requires a change agent who can give bonuses or sanctions to the target and has access to a monopoly.

The essence of the four empowerment strategies above is to provide the best management methods that must be done so that coastal communities can manage their resources. Nikijulw (2002) describes three forms of management of fisheries and marine resources, namely Community-Based Fisheries Resource Management (PSPBM), fisheries resource management by the government and co-management (integration of PSPBM and management of fishery resources by the government). PSPBM can be defined as a process of giving authority, responsibility and opportunity to the community to manage their fishery resources by first defining their needs and wants, goals, aspirations and making decisions to determine and affect their welfare. The government's management of fishery resources means that the government carries out all stages and management of fishery resources starting from information gathering, planning, implementation, control, monitoring, and evaluation. The government is the holder of power and authority in utilizing fishery resources. The government's superiority of fisheries resource management is from a legal aspect, which is strongly supported by formal and written rules so that if each party can implement and comply with all rules well, the results will be good too.

PSPBM and fishery resource management by the government each have advantages and disadvantages. The two forms of management can be combined or integrated so that the other's advantages can cover one weakness. The integration of these two forms of management is known as collaborative management, cooperative management or co-management. Co-management implies that cooperation between government and communities is at the heart of managing fisheries resources. Community empowerment strategies and management in coastal and marine resources management are made into concrete programs, special programs, planned and strong commitment. The form of this concrete program (PKSPL and LIPI, 1998) is a program to improve fishermen's welfare, increase the quality of human resources and knowledge of science and technology, and the development of the fisheries marine industries. The PEMP program is one such real program. The PEMP program is a facilitative strategy in empowering coastal communities and fishers, namely a strategy that expects coastal communities and fishers to be aware of the options and resources they have and agents of change and the

community to solve problems. In the PEMP program, the change agent is the TPD (Village Facilitators). The fundamental issue that is being questioned is, of course, the ability of the TPD as agents of change to raise awareness of coastal communities and fishers of their resources and choices. To support the TPD's ability, a TOT (training of trainer) is carried out, but in a short time, and perhaps the TOT does not significantly affect the TPD task. As the spearhead in implementing the PEMP program, TPD should be selected from people who can experience community empowerment even though they have to be paid a higher fee. However, what happened to PEMP was that TPD was chosen from university graduates (not necessarily fisheries) who had not yet got a job to be empowered. The impression emerged that PEMP was a new job field. If this is true, then the opportunity cost is too high because the PEMP costs a lot of money. The size of the TPD's working area can also be an obstacle in carrying out the TPD's duties to change agents. Generally, one city/district that received the PEMP program had only one TPD. It's a challenging task with a heavy workload. Apart from being worthy and not worthy of TPD's rewards, it is difficult for someone to cover a city/regency. Moreover, the reward received must be carried out to study the TPD's task load and the maximum ability of a TPD to bear the workload, of course, with adequate rewards.

When viewed from the form of management, the PEMP program is a form of management of fisheries resource management by the government. In this program, DKP carries out all stages and management of fishery resources starting from information gathering, planning, implementation, control, monitoring and evaluation. Coastal communities and fishers are only the objects/targets of a program.

## CONCLUSION

Development planning in North Medan for equal distribution of welfare among coastal communities and fishers requires a program to improve coastal communities and fishers' performance. The use of fishery resources using a monetary/financial approach must be careful. Economic studies in utilizing a resource with sustainable standards do not damage the resource and the environment.

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