

DEVELOPMENT OF THE POTENTIAL OF SALT FARMERS IN KUSAMBA VILLAGE, DAWAN DISTRICT, KLUNGKUNG REGENCY

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ABSTRACT

Tourism development, especially in Bali, is based on three elements. These three elements are society (people), nature, and culture. Klungkung Regency is one of the regencies where most of the population works in the agricultural sector. Judging from the geographical conditions of Klungkung Regency which has an archipelago area, Klungkung Regency has potential in developing the salt business. The reality on the ground is that Klungkung Regency, which has a processing center as a salt user, still depends on salt supplies from outside Bali. The problem of not optimal salt production by salt farmers is as follows: the entry of salt supplies from outside at low prices so that traditional salt farmers in Kusamba Village feel pressured and cannot determine the selling price, inadequate income so that it is not sufficient for needs due to work in the agricultural sector This salt is very dependent on weather conditions. The potential that can be seen from this research are: a) product quality, b) product marketing, c) business profits and d) product competitiveness. The conclusions drawn are the potential of the salt farmers in Kusamba Village: (a) The color quality of the salt produced is white, clean, in terms of taste it is also not bitter, the texture of the salt is small and smooth, clean from dust, (b) In simple terms, the packaging of salt products is still less attractive so that product marketing is less attractive to consumers, (c) The business profits obtained by salt farmers are mostly only used for consumption and only enough for their daily needs but for education and savings they can only set aside a little (d) Salt production in Kusamba Village has not been able to export yet but is still able to compete in its own area. Suggestions taken by salt farmers must develop a salt production business so that it has high competitiveness and to provide opportunities to become an export commodity, improve the quality of packaging, develop product marketing and the need for institutions to organize farmers.

Keywords: *Salt Farmers, Marketing potential*

1. INTRODUCTION

Indonesia is an agricultural country that has a large area with various resources. In utilizing these resources, activities are carried out, one of which is in the agricultural sector, so as to produce food, energy sources and others for the community. The low level of welfare is sometimes a problem for farmers, because of factors that still cannot be fulfilled such as capital, narrow land and the development of destinations in the field of tourism erode agricultural land in Bali. In Indonesia, the development of tourist villages is mostly facilitated by the state, while the community tends to be passive. As a result, local capacity in responding to state-sponsored innovations through the development of tourist villages still faces a number of crucial problems.

The development of this tourism destination results in a change of function, especially the conversion of land from agriculture to a tourism accommodation business is a problem that must receive great attention from the Government. Agriculture is an important sector that absorbs labor and provides income for the majority of households in rural communities in Indonesia. So far, the functions and benefits of agricultural rural areas have not been taken into account, even though their role is very large. According to Husein (2006), agricultural areas function to absorb organic matter, provide comfort, traditional and socio-cultural values of rural areas, rural agro-tourism, absorb labor, pillars of food security, and environmental education facilities.

Tourism development, especially in Bali, is based on three elements. The three elements are society (people), nature, and culture. The rapid development of tourism in Bali has positive impacts such as increasing regional income, creating jobs, and increasing welfare but also causing negative impacts such as pollution, traffic jams, environmental damage and the conversion of land functions, especially agricultural land which is used as a place for the development of tourism facilities and infrastructure. such as hotels, restaurants, tourist attractions and others.

Klungkung Regency is one of the regencies where most of the population works in the agricultural sector. Judging from the geographical conditions of Klungkung Regency which has an archipelago area, Klungkung Regency has potential in developing the salt business. The reality on the ground is that Klungkung Regency, which has a processing center as a salt user, still depends on salt supplies from outside Bali. Salt production is only sufficient to meet the needs of salt for public consumption, and has not been able to meet the needs of the mining business which requires a lot of salt (Assauri 2002)

The problem of not optimal salt production by salt farmers is as follows.

- 1) The entry of salt supplies from outside at low prices so that traditional salt farmers in Kusamba Village feel pressured and cannot determine the selling price
- 2) Inadequate income so that it is not sufficient for needs because work in the salt farming sector is very dependent on weather conditions.

2. RESEARCH METHODOLOGY

The research was conducted in Kusamba Village, Dawan District, Klungkung Regency. In this study the authors used empirical research methods. The type of research used in this research is empirical research or in other words research that focuses on examining a phenomenon or situation of the research object in detail by gathering the facts that occur and developing existing concepts. The data obtained is then processed and then analyzed qualitatively, namely describing the data in a quality manner in the form of regular, coherent, logical, overlapping, and effective sentences, making it easier to interpret the data and understand the results of the analysis. In compiling this journal the nature of the research used is descriptive in nature which aims to describe, record, analyze and interpret conditions that are currently occurring or existing. The population is a large group of research generalization targets. The population used is salt farmers in Kusamba Village, Dawan District, Klungkung Regency. In this study the entire population was used as research respondents.

3. LITERATURE REVIEW

Research from Yogana (2016) The effect of the empowerment process in developing salt business potential is very influential on farmers, this is because the farming experience possessed by salt farmers already meets the criteria in farming business development. The average farming experience of salt farmers in producing is three years with a range of 12 to 65 years. It is necessary to establish an institution that protects and organizes salt farmers so that they are no longer marginalized and have power in the world of trade.

4. RESULTS AND DISCUSSION

Potential is a stimulation of progress from various sides, both economic, social, cultural, tourism and as a basic ability of something that is still hidden in it to manifest into something real power within. The potential that can be seen from this research are: a) product quality, b) product marketing, c) business profits and d) product competitiveness

a. Produk Quality

Good product quality is able to perform various functions including durability, reliability, stability, and ease of use. With good product quality, consumers can gain the trust of customers. Those who buy will be satisfied and will not hesitate to return to make purchases at a later time. The quality of the products successfully created by company. Clever in choosing high quality raw materials, thus producing a quality product or more in comparison competitor

The quality of the color, taste and salt flakes from salt farmers in Kusamba Village has a smooth and not coarse texture with good quality with small crystals that are smooth and not coarse. Besides that, the cleanliness and texture are very good and are the hallmarks of the salt farmers in Kusamba Village.



Figure 1. a place for making salt in the area of Kusamba village, Dawan sub-district, Klungkung regency
Source : Kusamba Beach

b. Product Marketing

Product marketing is a very important activity in sales. Knowing exactly how to market a product is one of the important things that will determine product development. One of the important role holders in the success of a product is packaging. In simple terms, packaging protects the product from damage, dirt, and changes in weather and temperature. Good packaging protects the product from damage during transfer from the producer to the store or market, to the buyer's home. Salt produced by salt farmers in Kusamba Village is currently not packaged in good and attractive packaging, salt farmers have not used attractive packaging and varied packaging sizes. Packaging still uses clear plastic without a label. In reaching potential buyers to buy products and protecting products from dirt and other materials that can damage product contents.

Product style and design is another way in add value for customers. Style just describes certain product appearance, while the design has a concept which is more than style. Design contributes not only to appearance, but also on product usability. Style and design good can attract attention cut production costs, and provide a competitive advantage. Design has a concept wider than style. Design in addition to considering factors appearance, also aims to improve product performance, reduce production costs, and increase competitive advantage. Product innovation should be able to provide value added compared to similar products (product superiority).can give the company a competitive advantage with its competitors.



Figure 2. packaging of salt traded to consumers
Source ; Kusamba Beach

c. Business Profit

Simply put, operating profit is business profit. The profit is the sum of the total revenue minus the production or operational costs incurred by a business. The profit obtained from the salt production business in Kusamba Village has not been sufficient to meet daily needs and can only set aside a small amount for education and savings. The production process that is not good causes very little profit.

d. Product Competitiveness

Competitiveness is the ability to produce goods and services that meet international testing, and at the same time maintain high and sustainable levels of income, or the ability of the region to generate high levels of income and employment opportunities while remaining open to external competition. Salt production in Kusamba Village has not been able to meet one of the export class products. The competitiveness of salt production is included in the very poor salt category because farmers are unable to meet the targets set by exporters and are unable to compete with other products. Based on field data, information was obtained that the salt that entered the Kusamba area was not only produced by the area itself, but also from Java.

5. CONCLUSION

The potential possessed by salt farmers in Kusamba Village: (a) The quality of the color of the salt produced is pure white, in terms of taste it is also not bitter, the texture of the salt is small and smooth, clean from dust, (b) In simple terms, the packaging of salt products is still unattractive so product marketing is less attractive to consumers, (c) business profits obtained by salt farmers are mostly used for consumption and only enough for daily needs but for education and savings they can only set aside a little (d) salt production in Kusamba Village is not yet able to export but still able to compete in their own area.

From the conclusions above, the following suggestions can be taken salt farmers must develop a salt production business in order to have high competitiveness and to provide opportunities to become an export commodity, improving quality in the form of good and attractive packaging to be suitable for consumption by the authorities in order to attract consumer interest, develop product marketing to a wider market in order to be able to market products at high prices so as to increase welfare, there needs to be an institution that organizes salt farmers so that they have power in the world of commerce

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