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Research paper

The utilization of m-smart fisherman as media of fisherman information in South Kalimantan, Indonesia

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Abstract

M-Smart Fisherman is a mobile service, which one of its functions is as a mobile internet media for fishermen in accessing information. This research reveals how the utilization of M-Smart Fisherman Service as information media for fisherman in South Kalimantan. The research using a qualitative approach. The process of data collection is done by using in-depth interview and Focus Group Discussion. The results revealed that the m-Fisherman Smart car until now only functioned as a means of administrative services of fishermen, while the function as a mobile internet media for information facilities cannot be run.

Keywords: *Fisherman; Information; Smart Car; Smart Fisherman.*

1. Introduction

Information media evolves along with the development of technology. Today, society has a variety of media alternatives in accessing information, ranging from print media, electronic media, and the internet. Communities are also increasingly facilitated in accessing it, where people can choose media according to their coverage. Information services for the public are made easy; society is no longer limited by time and space, as well as the huge cost of accessing information, since a number of services are already available, including mobile services.

ICT-based public services (Information and Communication Technology) began to be developed in mobile, one of them by using internet car facility. A number of institutions have been providing internet-based services by car, including the Ministry of Communications and Information has held car MISCD (Mobile Internet Service Center District) with the aim of opening access to internet and phone services to public in remote and remote areas or border areas. In addition, health services using a car one of them has also been implemented by the City Government of Bogor in collaboration with the Faculty of Human Ecology of Bogor Agricultural University. The service launched in 2014 is called Mobil Curhat or Mobil Anti Galau [1].

The service is intended for all levels of community by receiving counseling services, both family counseling and about community nutrition. For the field of marine and fisheries, Directorate General of Capture Fisheries Ministry of Marine Affairs and Fisheries (DGCFM MAF) has held a service facility in the form of a smart fisherman car named M-Smart Fisherman. The car was given to a thousand fisherman villages; one of the areas in South Kalimantan Province that received the assistance of smart fisherman cars is Tanah Laut Regency. Smart fisherman car is expected to be a means of information delivery, means of making / printing of fisherman cards, means of learning / delivery of knowledge of fisherman skills, and as a means of mobile internet media communication [2].

The smart fisherman car contains a number of technical tools that can support institutional and information services for fishermen as seen in Fig. 1. Through the car, fishermen can access the Online Application of Fishing Business Development (PUPI Application) through the page http://aplikasipupi.kkp.go.id. The application in addition to loading fishermen data, there are also fishermen institutions, access data of business capital and PKN Program activities such as home help and cheap electricity.

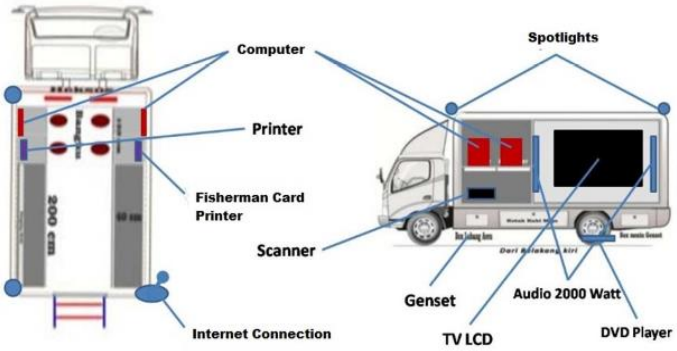


Fig. 1: Device in M-Smart Fisherman Car.

The m- Smart Fisherman car is placed in the Marine and Fishery Service of Tanah Laut, also can be operated directly to the six coastal sub-districts in Tanah Laut. Head of Maritime and Fisheries Office of Tanah Laut Regency through online media (http://antarakalsel.com/berita/33157/pusat-bantu-mobil-operasional-nelayan-tala) said it would make a scheduling to serve fishermen who live in the district area, so the fishermen can find out the arrival schedule of the car to their place.

M-Smart Fisherman is one form of technology developed in the field of public services. Dwiyanto, A. provided the understanding that public service is a series of activities undertaken by the public bureaucracy to meet the needs of the community. Public services

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that have been provided on a mobile basis are expected to serve the needs of the community in accordance with service targets, both the need for information, knowledge, and needs that are related to the status and field work of target communities [3]. Derr, R.L. revealed that the information need is the relationship between information and the purpose of one's information. A person who works as a fisherman needs information or knowledge that can support their work as a fisherman, as well as with other professions such as farmers and others [4].

The M-Fishermen Smart services in some areas in South Kalimantan cannot be used as a medium to access the information, the facilities for fishermen administration, and learning media in increasing the knowledge and skills of fishers. To take the advantages of the M-Fishermen Smart's service for all areas in South Kalimantan, especially in Tanah Laut Regency, the local governments need to be proactive in mobile fishermen operations to reach all areas in South Kalimantan [5].

A service can be said to be effective and efficient when its existence brings benefits to the intended target. Until now, research on the utilization of this M-Smart Fisherman service has succeeded in collecting data about the utilization of the service for fishermen. The results of the data analysis are expected to be evaluations for implementation and development, either from existing services, or services that will be made next.

The assumption built on this research is a service launched since 2016, and has been running for 1 year until the research schedule takes place (in 2017), it is assumed that the service has been utilized by fishermen in accordance with its designation. However, these assumptions may not apply when existing services are not properly utilized for several reasons. The suspected cause is that the existing services have not been properly socialized to the fishermen group, either socialization in the form of information services or socialization about the process services access, or even due to technical problems Internet network as one of the requirements of the service function. The purpose of this research is to analyze the utilization of m- Smart Fisherman services as an information media of Fishermen in South Kalimantan.

2. Review of literature

Information access is defined as the availability of information for a person to be read or used in accordance with his needs [6]. Information through various sources accessed by the public is expected to have quality so that information can be utilized in accordance with the needs of information users. Prabadipta, H. points out three things that determine the quality of information, which is accurate, on time and relevant. Quality information is information that is absolutely correct, free from errors, and clearly in accordance with the intent of the information [7]. Quality information is also determined from the punctuality of information received by the user. Information that is not up to date to make the information is less or even no longer needed, so that cannot be utilized by users who become the target of the information. Relevance is also very determining the quality of information, relevant information is information in accordance with the needs of its users or information that can generate benefits for its target.

Publicly accessible information media is very diverse. Atika, A. & Rusli, I.T. in his research on the utilization of community information media (with research object is community radio in Southeast Sulawesi), revealed that the utilization is still very less and has not been utilized optimally [8]. Especially for information access for fishermen, Sugiharto, E. et al. has conducted research on active fishermen in Parangtritis Village, Kretek District, Bantul Regency, Yogyakarta. The results of his research revealed that the source of information used by the Fisherman is in addition to fellow fishermen, they also use information obtained from fishery instructor, fishermen groups, newspapers, magazines, leaflets, radio, TV, screen and VCD films. This research has not revealed how to access information fishermen by using internet service. The conclusion of his research results stated that the dominant information source accessed by fishermen is the source of information through interpersonal media especially through communication between fellow fishermen and groups and electronic media primarily through radio and TV. While the information submitted through print media is still less desirable due to its nature cannot visualize information [9].

Takariani, C.S.D. has conducted research on the opinion of fishermen about public information access on fishing fishermen (full fishermen, main sideline fishermen, and additional sidewalk fishermen) in Karawang regency, West Java. The results showed that television is still the most favourite media, especially as a media of entertainment. Hand Phone (HP) is a media of communication and information that many owned by respondents. Internet presence has not been so perceived its benefits for most respondents due to various obstacles, such as the internet network not good in the research location and human resource factors that still lay to the internet. Respondents still rely on interpersonal media to access public information rather than mass media or the internet [10].

Hidayat, A. & Prabantoro, G. in its publication about 'Mobile Internet Centre' Based Wireless Connection as Effective Solution Supporting Media of Internet Technology Application Learning in Remote Areas concluded that in addition to the procurement of adequate information communication technology tools by the government, the most important thing is how a device is made with clear and well-structured programs tailored to the needs of the communities that are targeted by a program [11].

Nugroho, A.C. in his research on internet usage patterns on direct community members of the PNPM program in three Provinces (Jambi, Bengkulu, and Babel). One of the results of his research revealed that the intensity of respondents in conducting economic activities via the Internet is quite low, namely as much as 1-2 times in two weeks, with time less than an hour to three hours. In terms of ownership of goods related to Information and Communication Technology (ICT) products, most of the respondents do not have it, so it tends to be less familiar with ICT issues [12].

Sunarwan, B. conducted research on public communication activities via the internet. The survey conducted on the voting community in Jambi Province, with the characteristics of respondent's work are housewives, students, labourers, entrepreneurs, fishermen, and private employees revealed that the audience activity on the dimension of audience orientation in the level of involvement shows the level of frequency of respondents in using the channel to conduct communication activities and information via the internet associated with three Web Page, namely status in social networking sites; e-mail; and chat room. While that is still relatively less common and rarely used namely blogs; discussion forums and websites [13]. Zahedi, S.R. & Zahedi, S.M. defines Information and Communication Technology (ICT) as a technology that can help exchange information in a fast and easy way, which eliminates the distance or geographical differences between nations and makes the world into a global village [14].

3. Methods

The research was conducted in Tanah Laut Regency, South Kalimantan Province. The location of the study was chosen because Tanah Laut Regency is the only area in South Kalimantan that received the assistance of m- Smart Fisherman Car from the Directorate General of Capture Fisheries Directorate of Fisheries, DGCF KKP. The study used a qualitative approach. Qualitative research aims to explain the phenomenon in depth through the collection of data as deep [15].

The process of collecting data is done by using in-depth interview method and FGD (Focus Group Discussion) to gather information from informants about the utilization of M-Smart Fishermen in their environment. The data/information collected in this study is analysed by using the analysis flow proposed by Miles and Huberman, which consists of data reduction, data presentation, and conclusion/verification.

4. Results and discussion

M-Smart Fisherman car (Fig. 2) is government assistance through the Ministry of Marine and Fisheries given to Tanah Laut Regency, in this case Capture Fisheries Sector Department of Food and Fishery Resilience (DFFR) Tanah Laut Regency. The aid is part of Sekaya Maritim Program (Seribu Kampung Nelayan Mandiri Tangguh Indah Maju).



Fig. 2: M-Smart Fisherman Car in South Kalimantan.

Background of the acquisition of car assistance began in 2014, where the central government in this case is the Ministry of Marine Affairs and Fisheries (KKP) to conduct surveys to areas, including Tanah Laut Regency. The survey was conducted for three days at three locations in the Tanah Laut area, namely Muara Kintap, Pagatan Besar, and Tanjung Dewa. One year after the implementation of the survey, which is precisely at the end of 2015, Tanah Laut Regency got the assistance of the m- Smart Fisherman car, and it started to operate since 2016.

The M-Smart Fisherman car is powered by a number of tools, such as a computer and printer that can be used for the manufacture and printing of fisherman cards, speakers that can be used for loudspeakers during counseling, movie playback and more. The equipment, during the research (in 2017) is still in good condition and feasible to be used. As for the operation of the car, the results revealed that until 2017, the m- Smart Fisherman car only successfully operated on four areas, namely Tanjung Dewa, Pagatan Besar, Kuala Tambangan, and Tabunia. The reason why the M-Smart Fisherman car cannot be operated to some coastal areas in Tanah Laut Regency is the problem of car operational funding that does not exist. The operational funding issue is caused by the shift of the status of M-Smart Fisherman car from the status of central government assets has not fully become an asset of local government, so that operational funding for M-Smart Fisherman car cannot be obtained from local government. This is stated by the DKPP officer of Tanah Laut Regency (MN) through an interview that he does not know how about the contract at this center. Initially this car grants from the center to the district that has Sekaya Maritime program, so the center grants this car to the area and we cannot input into this area yet, the process is not over, to get regional operational fund must be a regional asset and recorded in the district's asset account.

M-Smart Fisherman car has several functions as expressed by KKP through its website page (http://kkpnews.kkp.go.id/index.php/djpt-luncurkan-balai-skm-dan-mobil-nelayan-pintar), namely as a means of delivering information, making / printing of fisherman cards, learning / delivery of knowledge of fishermen skills, and as a means of mobile internet media communications.

The results revealed that of the expected number of functions, the M-Smart Fisherman Car in Tanah Laut Regency functioned as a means of administrative services of fishermen, such as the creation of fisherman cards, insurance, land certificates, and other permits. The function as a mobile internet media for information and other facilities cannot be run through the car. Head of Capture Fisheries DKPP Tanah Laut (MB) revealed that the services provided through the car are fishing cards, insurance, land certificates, other permits, and consultations such as fishermen there who want to be asked.

M-Smart Fishermen car equipped with internet facilities and projector screens can be utilized for wider purposes, such as for fisheries counseling activities. Fishery instructors can use M-Smart Fisherman car as a means of learning / delivery of knowledge and skills for fishermen, but the fishery instructor in Tanah Laut Regency has not been able to use it because of the unclear bureaucratic reason of the car, as expressed by one fisheries instructor agent (LY) that the instructors have never used it (in the field), bureaucracy that is not clear, how to use it. They only socialize to fishermen such as permit making, service that serves and cultivates.

In addition to the issue of asset and bureaucratic status, the m-Smart Fisherman car cannot be used optimally also because of the difficult problem of internet network and often experience interference in certain areas / regions. Due to a number of factors, the m- Smart Fisherman car cannot function as a medium of information for fishermen in South Kalimantan, especially in Tanah Laut Regency. Type of service that has been felt by fishermen m-Smart Fisherman car are fisherman cards, insurance, and land certificates. This type of service is the same in all regions / villages visited by m- Smart Fisherman car, as expressed by one fisherman from Tanjung Dewa (AS) that (for other areas of activity undertaken) the same thing, one area is the same.

Fishermen are greatly helped by the arrival of m- Smart Fisherman car to their territory. In addition to saving time, where fishermen do not need to come to the office that is far from their homes, also save energy and transportation costs, as expressed by one of the fishermen (HA) that the difference is dealing in the office within the car, faster because it is finished on the spot.

The advantages felt by the fishermen when visited by the m-Smart Fisherman car cannot be felt by fishermen who are in other areas, such as the Kuala Tambangan area, where the internet network is very difficult, as expressed by a fisherman from Kuala Tambangan (BS) that (it does not need to deal in the office), but the network problem is difficult.

The function of services as a medium of fishermen information cannot be fulfilled through the presence of m- Smart Fishermen. Fishermen use more privately owned cell phones to access the information the fishermen need. This is disclosed by the operator (AH) that (searching for fisherman information through the M-Fisherman's Smart car) cannot be used (fishermen). Usually used via cell phone owned by each.

5. Conclusions

M-Smart Fisherman Mobile service cannot function as fisherman information media in South Kalimantan, especially in Tanah Laut Regency. Type of service that has been used by fishermen through the M-Smart Fisherman car, is an administrative service that is in the form of fisherman cards, insurance, and land certificates. M-Smart Fisherman is a mobile service, which one of its functions is as a mobile internet media for fishermen in accessing information, especially fishery information.

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