

**THE ROLE OF THE HOME FISH CRACKERS INDUSTRY IN
INCREASING THE FAMILY ECONOMY
(Case Study of Jalan Ampera, Parit Baru Village , District Selalau Sambas
Regency)**

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ABSTRACT

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The purpose of this study is to determine: (1) the role of the home industry in efforts to improve the family economy (2) Knowing the factors that are inhibiting and driving the home activity of the fish cracker industry. The method used is a descriptive method with a qualitative approach. The techniques used to collect data are observation, interview, and documentation techniques. Informants in this study were fish cracker home industry players on Jalan Ampera, Parit Baru Village, Selakau District, Sambas Regency. The results of this study can be concluded that: 1) The social economic conditions of the community who are involved in the fish cracker industry home on Jalan Ampera, Parit Baru Village, Selakau District , have improved the economy of their business actors' families. With the fulfillment of the daily living needs of the fish cracker industry home players, as well as with the improvement of the social conditions of industrial home owners ranging from better jobs, increased incomes and better children's education. 2) In the running of the home fish cracker industry there are factors that encourage it as well as inhibiting factors. There are several reasons from the community related to the reasons for carrying out home activities in the fish cracker industry, namely to maximize the potential of the surrounding nature, help the role of the husband, and as the main job. The inhibiting factors that occur in the home-carrying process out of the fish cracker industry are twofold, namely weather changes and the availability of raw materials. Keywords: Home Industry, Family Economy.

Keywords:
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Introduction

The magnitude potency source power in coastal areas rated can used as main capital in development . Development and regional development is A dynamics area going to progress desired by society . _ Development in coastal areas own challenge alone . (Maulana, Rikrik, 2018: 15).

Coastal area development No regardless from problem poverty and underutilization _ _ sustainable as well as No in harmony between interest government center and area . (Maulana & Rikrik , 2018). 2 In theoretical , attempt alleviation poverty require exists growth quality economy . _ Growth quality economy _ can embodied with policy expansion chance work (reduce level unemployment) and maximize productive investment in various _ sector economy . (Arius, 2012:8).

Economic development something area said succeed Because influenced by several factors , including ; source Power human (providing employees , learning , discipline and motivation), resources Power nature , capital formation , technology and entrepreneurship . Besides that there is other components that can influence like growth the economy in the community and businesses in the region the . (Fawaid & Erwin, 2020: 113).

According to Law No. 3 of 2014 concerning industry , industry is activity processing economy _ material raw , material raw , goods half So become goods with more value _ tall For the user . Through business industry expected Can advance life public from poverty Because business industry is something step as solution that is used by the community in creativity and creation mark production Good form food or goods . industrial center traditional character _ only home _ use One or two houses as center production , marketing at a time in a manner concomitant and absorption power also more work A little than in industries big . A industry must notice elements geographical Good in a manner physique nor social so you can support continuity A industry in a manner guaranteed . (Firda , 2020: 2).

Home industry is activity capable business _ expand field work and deliver service economy in a manner wide to community , and play a role increase economy society , reduced unemployment and increase well-being society . By and large activity economy scale small easy carried out by individuals others and groups indicated society _ For increase income they or reduce amount existing unemployment . _ Home industry is receptacle for part big able society _ grow and develop in a manner independent with give share big as well as occupy role strategic in development economy .(Sumartan , 2019:284)

Sambas Regency is a coastal area with potency source sufficient fish power big . Fisheries sector can dependable as a driving force _ development . The magnitude potency fisheries in Sambas Regency has also been supported by several programs from the Ministry of Maritime Affairs and Fisheries , viz through a national program Minapolitan based fishery catch in 2011. The program is a program for _ enhancement well-being fishermen and the community coast . (Maulana, Rikrik , 2018: 20). Subdistrict Selalau is one _ sub-district located in Sambas Regency , West Kalimantan Province . District area Selalau is 350 km² or 350,000 ha, with details : forest 17,367 ha, plantation 6,506 ha, village 476.7 ha, housing 524.8 ha, field 1,540 ha, swamp 501 ha, waters 336 ha, land empty 1352 ha, others 1116.5 ha. Subdistrict Selalau part big consists from plains low , 4 because located on the coast of the Natuna Sea . Besides that Selalau also borders with subdistrict Commander , district Tebas , Singkawang City and district Bengkayang . Because it borders direct with the Natuna Sea and have flowing river _ to the Natuna Sea , then potency marine and fisheries Selalau No lost If compared to with another area . Beside that area _ This own potency cultivation shrimp and fish form ponds and pond fish . (Tita & Rossi, 2017: 2).

Processing results fishing basically _ own function For maximizing benefit results catch , improve mark plus economy for farmer ponds and home industry owners around . Potency

sufficient fish production big and abundant influence development industry that makes fish as material raw and processed become material food one of them that is fish crackers . (Firda , 2020:2).

Fish crackers is one _ type food light already _ Enough known by the public . Fish crackers have a delicious and savory taste so that Lots liked by society . Apart from getting eaten as food Intermezzo like case food snacks , fish crackers too consumed as side dish pauk with rice as well as can produce mark add and add variety type processed so that capable compete with other products on the market (Siti, 2016: 237).

Ca n't denied that level poverty in society fisherman Still counted high , In addition to the challenge nature encountered _ fisherman form no season _ erratic , various problem also whack clan fisherman like weak capital capabilities , games price selling fish is done by middlemen , which sometimes price offered _ below average, and limited Power absorb industry fish processing still become no problem _ Once resolved .

On this Ampera road before most public around only depend on the only one work as fishermen and produce the sea more Lots for sale to middleman and not processed again , the price given middleman from formerly until Now No experience meaningful development _ so that sometimes No can sufficient need life society . Out of necessity increasingly life _ increasing and increasing soaring price material diesel fuel for transportation For went to sea , also soared price material food and variety necessity other make public think hard to get cover need his life . People who feel No development economy in his family start look for road go out For can add income For his family . and now public more Can process the fish results become enough product _ add mark of the fish become fish crackers , so No A little from maker fish crackers can increase income For economy his family .

Number of home industries fish crackers on Jalan Ampera already 6 experienced enough development _ ok . it _ proven with increase amount home industry players fish crackers . Before only There is one two home industry course , since a number of year This start experience developments and additions amount home industry players . range around Twenties _ more home industry fish crackers each day Can produce fish crackers with amount different production . _ However Of course just business no fish crackers so on stable , there is a number of possible factor _ hinder activity production . From background back that has outlined on researcher feel interested For know how about home industry fish crackers increase economy family as well as researchers also want know factor pusher as well as inhibitor home industry activities fish crackers . because _ That researcher interested For make study this , with focus research (1). How home industry role deep fish crackers effort enhancement economy family ? ' (2). what factor just be _ inhibitor and booster home industry activity the fish crackers ?

Overview results study previously meant _ here is study to results work relevant write up with study this . Results _ study the will made reference To use complete study this . As for some study related past _ with title researchers , that is as following :

1. Sitaman Said, Azhar, "The Role of Micro , Small and Medium Enterprises (UMKM) in Improving the Family Economy in Mande Village, District Mpunda City of Bima". Journal PenKomi : Education & Economic Studies, 2021. The method used in study This is use approach qualitative with type study descriptive . Result of study This show that the role of SMEs in increase economy families in Mande Village , including : (1) opening opportunity Work or field work , that existence business micro small and medium enterprises (MSMEs) . help public in obtain work and income addition Because No requires skills or ability special ; and (2) improve well-being society , which consists from some indicators viz health , education , income , and access technology information and communication .

2. Rizqi Yulida Evitasari , Bagus Kisworo . “ Entrepreneurial Home Furniture Industry in Improving Family Economic Income .” Journal of Out-of- School Education FIP Semarang State University. 2020. Research This use approach qualitative with method descriptive qualitative . Research results This show that home industry furniture own good impact _ for enhancement economy family . local residents can open business little around _ The Furniture Industry is useful for employees . _ With the establishment of home industry furniture around environment majority society _ Still Not yet Work is good thing _ because can absorb Lots power Work from inhabitant around the . The similarities lies in focus research , that is effort increase economy family . Whereas the difference lies in the place and industry on the run .
3. Fajariyah . Retno .” Improvement Efforts Household Income _ Through Gambir Home Industry (Crackers Paper) In Dunengdarak Hamlet, Tlontoraja Village Criticism Pasean District 10 Pamekasan .” Journal education economy . 2013. Department of Economic Education, FE, State University of Surabaya. Study This use approach qualitative . Research results This show that Earned income _ through gambier home industry (crackers paper) can increase income House ladder the people in the village Dungendak . Enhancement income House ladder Already so felt by society in fulfil life daily and expenses _ _ education his son . Gambir home industry (paper crackers) is one of them in a sustainable manner eye livelihood mainstay for Mother House stairs in the village Dungendak Because capable add income House ladder them . The similarities lies in the work done ie You're welcome business crackers and likeness location study ie area coast . The difference is in the location of the research area .

Method

Approach research used _ writer is characteristic approach _ qualitative and constitute study field . Study qualitative is search in a manner intensive use procedure scientific For produce conclusion narrative Good written nor oral based on specific data analysis . Search intensive It means researching with diligent , patient , deep long time (3-6 months) , involved in phenomenon until get true meaning . _ Procedure scientific It means using 8 methods data collection , data analysis accordingly with theory For obtain conclusion . Whereas conclusion narrative It means explanation or description conclusion in a manner written or oral very detailed (broad and deep) . Research objectives qualitative There are 3 namely : describe object study (describing object), reveal meaning behind _ phenomena (exploring the meaning behind the phenomena) and explaining phenomenon that occurs (explaining object) . (I Wayan, 2018:4).

Research location is area to be made target research . Study carried out on Jalan Ampera, Parit Baru Village , sub-district Selalau Sambas Regency, West Kalimantan. In some _ home industry place fish crackers .

Study is something being researched either people, things or things institution (organization). subject research basically _ is that will subject to conclusion results research . In the subject study here it is there is object research . subject in study This is owner or home industry workers fish crackers that will give information representative and have access and influence to all activity home industry operations the .

Source of data used in study This that is primary data sources , secondary data sources used in this proposal are : 1. Primary data Primary data sources namely first source _ generated data obtained in a manner direct from source main ie actors who manage the home industry fish crackers on Jalan Ampera sub-district Selalau Sambas District provides information about around Product fish crackers . 2. Secondary Data Secondary data sources is second data source after primary data sources , data obtained from source both of which are complement , include books or journals that are appropriate reference _ with the theme raised .

technique data collection used in research This among others (1). Observation , in do observation , researcher especially formerly get to know with public local ie place home 30 industrial activities fish crackers done . Researcher do observation early in the place to be researched namely on Jalan Ampera Selakau , did ask answer light with home industry players _ fish crackers so know description place as well as future endeavors _ will researched . And deepen object to be studied , (2). Interview , Researcher will do interview with a number of perceived informants _ proper For give answer on researchers ' questions have related middle problem _ researched moment this . Some will _ researcher make informant ie the head of the RT or RW in the area such , related How his view related existing home industry businesses in the area , whether Correct capable increase economy public or no and other related questions with home industry role these fish crackers . Researchers will too do interview in a manner direct to owner home industry business so that researcher Can find out the data that researchers need in study this , (3). Documentation , using tool in the form of a useful smartphone For take picture from activity data collection as well recorder voice in activity sure interview _ would be very helpful researcher in save the data to be required .

technique the validity of the data used in study This done through a number of method namely: Improve credibility , triangulation and member check .

Results and Discussion

Parit Baru Village is one of the villages in the District Selauau which is located next door south Sambas Regency , has area of 11,750 square kilometers . As for the boundaries of the territory ie adjacent north abut with Parit Baru Village District Salatiga , next door south abut with Sungai Nyirih Village Subdistrict Selalau , to the west it borders with Kuala Village District Selalau , and next door east abut with Twi Mentibar Village Subdistrict Selalau . Parit Baru Village consists from four hamlets namely Pasar Lama Hamlet, Damai Hamlet, Gaya Baru Hamlet, and Siatung Hamlet . Amount the population of Parit Baru Village in 2021 will be 7,122 people (man 3,658 men and 3,464 women) . _

Table 1. 1 Types of Work in Parit Baru Village District Selalau

No	Type of work	boy _	Woman
1	Farmer	1,013 people	1,080 people
2	Farm Worker	60 people	32 people
3	civil servant	40 people	33 people
4	breeder	7 people	0 people
5	Fisherman	554 people	0 people
6	Medicine expert alternative	20 people	14 people
7	POLRI	14 people	0 people
8	Craftsman wood	116 people	0 people
9	Self-employed	883 people	732 people
10	Not yet working	35 people	30 people
	Amount resident	4,663 people	

Source Table : Profile of Parit Village 2020

Early emergence business House ladder Fish crackers on Jalan Ampera in Parit Baru Village began with business fish crackers in 1994 which was first made by Mrs. Hj . Thalahah at his house . At that time public Not yet someone made _ processed fish crackers . As he did tell the researcher that he start business fish crackers with base just trial and error course , because he

see fish potential in the area Very abundant Selauau bounty and hobby he in process material food with material raw various type flour he start business the with husband and help one employee . _ He tell when That dry in the sun Fish crackers in front his house is on the edge road highway so that lots of people passing by and glancing such fish crackers , so from information mouth to mouth society , business he develop with rapidly every the year .

With a capital of Rp. 310,000 can get 25 to 26 kg of ready fish crackers marketed if wrapped per 2 oz so got 125 packs crackers . Fish crackers are sold per unit wrap with price Rp. 5,000, temporarily price sell fish crackers IDR 22,000 per 39 kg. So that If totaled results sell what you get from One bag fish crackers with results So about 25-26 kg, ranging Rp . 550,000 - IDR 572,000 with a total profit around Rp. 240,000 – 262,000, p This prove that gains _ _ from results production One bag fish crackers can produce more of 60% profit from material capital .

Marketing carried out by home industry managers fish crackers with the way people buy direct to the house manager and also deposited to the bus or taxi For sent to place to be target . Besides the area Sambas district , fish crackers have also been marketed outside areas , such as Pontianak City, border area like Entikong until Once until to other countries such as Malaysia and Thailand.

Development economy public experience enough change _ significant through business in the sector business small and medium , p this is 41 proven with the improvement condition life economy his family so that Can reduce amount lots of unemployment happened in the area rural . industrial sector keep small _ developed and empowered will Can awaken economy public so that Can reduce problem lack of field jobs and numbers unemployment in Parit Baru Village . _ _ With less problem unemployment , in particular for the ladies only _ profession as Mother House ladder just the one with there is a home industry This become have work that can give income for him and his family , then with so number poverty Can slowly lowered . The development of existing home industries in Parit Baru Village can said experience enhancement from previously matter This because the number of home industries in the village This the more increase a number of year later .

A number of influencing indicators _ condition economy family through social status economy namely: employment , income and education. A number of influencing indicators _ condition economy family through social status economy namely :

1. Maximizing potency natural around , close geographic location with coast make area Subdistrict Always rich _ results the sea . The majority stay on the edge river Selalau Work as Fisherman , with results sea the public now start develop and utilize potential with process it become fish crackers , usually fish used is anchovies . _ this fish formerly No glance The same once , sometimes salted fish _ However price not expensive, so appear initiative from a number of society that can make fish crackers so this fish to be a fish that has more price _ tall from previously even searching for existence every day
2. Help role husband , Role looking living generally played by the husband , meanwhile wife shared task look after all needs at home _ _ the stairs , however sometimes with a number of reason to make Mother House ladder want to help role husband in look for subsistence and fulfillment need everyday , like lack of income earned _ occasional husband _ only Enough For shopping kitchen , sometimes also with magnitude no income _ sure , especially If background behind work husband from the occasional fisherman when season weather bad so No will Can time to go to sea Can until days day or until weeks . Or the husband Work as craftsman odd jobs so that neither does his income erratic .
3. As work Main , Have work is A thing you want everyone , some among them someone chooses _ For manage her _ the effort he did for alone , armed knowledge about method

process and method promote so stand up business that will _ become source income main For fulfil all need everyday . Mother's job House ladder of course No There is end , however desire For fulfil need daily so that want to look for activities that can produce , and effort fish crackers being one _ right choice . _

A number of inhibiting factor _ the way something home industry business namely :

1. Change weather, Condition changing nature _ usually Can become inhibitor in a production process . Home industry fish crackers is required effort _ ray sun for the drying process fish crackers , if hot sun maximum then the drying process will more fast done . Rain become the most obstacles put forward by home industry players fish crackers , due to the drying process is a process of becoming determinant shrimp crisp the Already worthy marketed or Not yet marketable . _ _ Fish crackers a must dry perfect so no plate or Still hard when fried, the weather changes make home industry players trouble fish crackers For drying shrimp crisp the fish . A number of perpetrator home industry business look for solution for crackers No damaged , among other things with in the wind air it At home just . So when Already know that will happen season rainy , normal public existing home industry players _ already make shrimp crisp choose For No cut bars shrimp crisp especially first so no damage quality from shrimp crisp That alone .
2. Availability material Home industry raw materials fish crackers is businesses that depend on nature in the manufacturing process , fish is material main in making fish crackers . Small size results catch the fish you get normally depends the weather also depends condition sea . Condition ocean sometimes No erratic make catch results _ not always Lots in a time when seasons certain like when happen storm , or wave sea big so fisherman will difficult go to sea so that will difficult get material raw fish for made shrimp crisp fish, as well as there when fisherman Can go to sea However results catch the fish used material For fish crackers instead A little or No there is , consequently from here also affects many and few production fish crackers .

With difficulty predict circumstances frequent seas _ capricious , create public understand with circumstances this , a few among them choose For rest temporary from home industry activities until obtained return fish to processed , and there are also those who choose still do production with buy fish outside area Selalau or make shrimp crisp with material different main.

Conclusions and suggestions

From the results research that has done about home industry role deep fish crackers increase economy family on Jalan Ampera, Parit Baru Village, District Selalau Sambas district got pulled conclusion as following :

1. Condition economy social people working in the home industry fish crackers on Ampera Street, Parit Baru Village, District Selalau experience enhancement economy family perpetrator his efforts . it _ showed with capabilities _ _ in fulfil need life daily home industry players the fish crackers , as well with the improvement condition social home industry owner start from more work _ well , increased income _ as well as education more child _ Good However from facet absorption power Work counted No so big a number of between they take power Work from neighbors and only with small amount _ Because home industry players mostly fish crackers use power Work member his family , however matter This Enough give good impact _ for well-being public employed around home industry environment the .
2. In the process of running the home industry There are fish crackers factors that drive it as well as factor the inhibitor . There are several reason from public related reason do home industry activities fish crackers ie For utilise results nature , filling time spare ,

help role husband , as well as work main . Inhibiting factors that occur in the process of doing home industry There are two fish crackers namely change weather and availability material raw .

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