

# Improvement of Community Economy through Community Empowerment in the Cultivation of Competitive Ornamental Fish in Bogor Regency

**Rosmery Elsy**

Institut Pemerintahan Dalam Negeri, West Java, Indonesia  
rosmerye8@gmail.com

## Abstract

The purpose of this study was to determine and analyze the economic conditions of the community of competitive ornamental fish cultivation business actors, find out what factors they did in empowering the community in the field of ornamental fish cultivation, and find out the efforts made by the local government in overcoming the obstacles that were found when conducting socialization related to community empowerment in the cultivation of competitive ornamental fish in Bogor Regency. The research method uses qualitative descriptive methods with an inductive approach; the data collection tools used are semi-structured interviews, documentation, and observation. The results of the study, with the existence of fisheries cultivation business actors in Bogor Regency, the people of Bogor Regency, currently the economic condition is quite good, this explanation is supported by the data of Bogor Regency's gross regional domestic product in 2011-2015 and 2014-2018, both the gross regional domestic product Prices Applicable from several indicators of business activity, as well as gross regional domestic product Constant Prices and gross regional domestic product Economic Growth Rates from the period 2011-2015 and 2014-2018, where the economic growth rate in 2018 is predicted to be around 6.21%, this prediction exceeds the prediction of national economic growth which is only 5.5%. The increase in income per capita, with shown in the ratio from 0.30 to 0.35 in 2017.

**Keywords:** Economic Improvement, Community Empowerment, Ornamental Fish Cultivation.

## INTRODUCTION

The production of ornamental fish produced by Bogor Regency in 2015 was 242.52 million or contributed 42.4% of the total ornamental fish in West Java Province or 18.4% of the total national production. Seeing these conditions shows that Bogor Regency has the potential to produce very large and very potential ornamental fish. If this ornamental fish production can be managed well, it will have a positive impact on the economy of the regency, which has the competitiveness and has an impact on improving the economy of the people in Bogor Regency. So how can local governments empower people, who can cultivate ornamental fish with competitiveness, at the national level and even at the international level?

For the last five years from 2011-2015, the area of ornamental fish cultivation in Bogor Regency has increased, the land used for fish cultivation is around 35.62 hectares, an increase of 2.53 hectares from 2011, with a total number of 607 Fisheries Households in 2015. With an increase in land area and the number of Fisheries Households, the impact of the increase has a positive impact on the increase in ornamental fish production. Based on data obtained from the Department of Animal Husbandry and Fisheries, it shows an increase in ornamental

fish production since 2011. In 2012 and 2013, there was a very significant increase of 17% and 16%. However, in 2014 there was a decline in production, and in 2014-2015 there was a stagnation in production in the sense that production did not increase. This is due to the absence of additional land area and the addition of Fisheries Households.

If calculated income earned by people who are trying to cultivate ornamental fish, if converted to currency value, can reach 2.6 billion rupiahs per year. However, the huge and very profitable potential is inseparable from the problems faced in developing ornamental fish cultivation, especially in improving the quality and quantity of production continuity. The issues that arise at this time, namely capital, ornamental fish disease, ornamental fish size standards are not the same, unclear price standards, equipment, seeds, feed, still low human resources (HR) business people in ornamental fish cultivation, and cannot use the internet for marketing ornamental fish production. With these various problems, it has an impact on the low competitiveness of ornamental fish production from Bogor Regency in the Market.

Based on the opportunities and challenges faced in developing the ornamental fish business, the Government of Bogor Regency has determined the fisheries sector as an indicator of achieving the vision of Bogor Regency as the most advanced regency in Indonesia. Through Bogor Regency Regulation Number 5 of 2014 concerning the 2013-2018 Medium-Term Regional Development Plan, the fisheries sector is one of the 25 other characteristics that is "the largest provider of consumption and ornamental fish seeds in Indonesia." To realize this vision, various efforts have been made by the Bogor Regency government through the Department of Fisheries and Animal Husbandry, both in collaboration with the provincial government, the central government, and the private sector, among others, to provide support both in terms of policy and technology. One of the supports carried out is to assist in the form of ornamental cultivation facilities and infrastructure such as equipment, seeds, and feed to groups of cultivation practitioners every year, intensive development, and counselling to improve the quality of human resources (HR) based on cultivation business practitioners. Natural.

Associated with some understanding of improving the community's economy through community empowerment in the field of competitive ornamental fish cultivation in Bogor Regency, the research was conducted to find out and analyze the economic conditions of the community of competitive ornamental fish cultivation business actors, find out what factors they did in community empowerment in the field of ornamental fish cultivation, and knowing the efforts made by the local government in overcoming the obstacles found when conducting socialization related to community empowerment in the field of competitive ornamental fish cultivation in Bogor Regency.

## **LITERATURE REVIEW**

### **Theory of Economic Development**

The definition of economic development used as a guideline in this study is defined as a process that causes real per capita income of a country's or regional population in the long term accompanied by an improvement in the institutional system (Arsyad, 1999).

According to Schumpeter (1942) states, economic development is a spontaneous and discontinuous change in circular current channels that is a disturbance of the balance that always changes and replaces the state of balance that existed before. In the research of Irawan and Suparmoko (1999), economic development is an effort to improve the standard of living of a nation, which is often measured by the level of real income per capita. According to Sukirno (1985) defines economic development as a process that causes the income per capita of a population to increase in the long run. The definition implies that economic development is a change that occurs continuously through a series of combinations of processes in order to achieve something better, namely an increase in per capita income that continues over the long term. According to Djojohadikusumo (1994), economic development is a process of transformation that, in the course of time, is characterized by structural changes, namely changes in the economic foundation and the economic structure of the community concerned. In contrast, Irawan and Suparmoko (1999) interpreted economic development as a multi-dimensional process that included changes in structure, life and institutional attitudes, increased economic growth, reduced income distribution inequality, and eradication of poverty.

As some theories above, it can be concluded that economic development is a process of development that occurs dynamic sustainability. Whatever is done, the nature of the nature and process of development reflects breakthroughs, so it is not a mere economic picture. Economic development is related to per capita income and national income. Per capita income is the average income of a region's population. In contrast, national income is the value of the production of goods and services created in an economy within one year. The increase in national income and per capita income from time to time can be used to determine the rate of economic growth and also the development of the level of community welfare in an area.

### **Theories of Economic Growth**

According to Boediono (2013), it can be defined as a process of increasing per capita output in the long run. Thus, the percentage increase in output must be higher than the percentage increase in population, and there is a long-term tendency that the economy will continue. The economy is said to grow or develop when real per capita output growth occurs. According to Schumpeter and Hicks (1942) states, there are differences in terms of economic development and economic growth. Economic development is a spontaneous and intermittent change in a stationary state that is continuously changing and replacing the existing balance situation.

In contrast, economic growth is a long-term change slowly and steadily that occurs through an increase in savings and population. Todaro's research (2000) states that economic growth is a long-term increase in capacity of the country (region) concerned to provide a variety of economic goods to its inhabitants, which is manifested by a continuous increase in national output accompanied by technological advances and institutional adjustments, attitudes, and ideology they need. Besides, according to Sanusi (2004), economic growth is centred on the process of increasing the production of goods and services in community

economic activities. Economic growth is influenced by economic factors and non-economic factors (Jhingan, 2000).

### **Theory of Community Empowerment**

Community empowerment is a process whereby communities, especially those who lack access to development resources, are encouraged to increase their independence in developing their livelihoods. In principle, the community examines the main challenges of their development then proposes activities designed to overcome this problem. These activities then became the basis of local, regional, and even national programs. The main target of this approach is the marginalized groups in society. However, this does not mean denying the participation of other groups. Community empowerment is a continuous cycle process, a participatory process where community members work together in formal and informal groups to share knowledge and experience and try to achieve common goals. In this case, empowerment is defined as helping people to be able to help themselves (help people to help themselves). Empowerment is done by giving people space and capacity to fulfil their needs and rights, developing local potentials and initiatives, activating community roles, and building community independence. Empowerment in the real sense is not limited to providing material input or financial assistance but providing opportunities and abilities to the broader community to access resources and utilize them to improve their standard of living.

According to Adimihardja (1999) states, develop not only the economic potential of the people but also their dignity, self-confidence, and self-esteem, the maintenance of local cultural values. Empowerment as an implementational socio-cultural concept in people-centred development, not only grows and develops economic added value, but also socio-cultural added value. Tjokrowinoto and Pranarka (1996) must be placed not only individually but collectively, and all of that must be part of the actualization and co-actualization of human existence and humanity. In other words, human beings and humanity are normative, structural, and substantial benchmarks. Weissglass (1990) provides an understanding of empowerment as a process that awakens communities to construct meaning and exercise the right of freedom to determine new choices. Irwin (1995) states that the empowerment effort means allowing the community to involve themselves in matters relating to community understanding, talents, strengths, and pleasures.

### **RESEARCH METHODS**

The research method uses a descriptive qualitative inductive approach, which aims to examine empirical problems for comprehensive problem-solving. That the inductive way of thinking is based on specific facts, then examined, and finally found a general problem solving (Mardalis, 2010). Increasing community economic growth in a region, can be seen from the Gross Regional Domestic Product constant price of 9 Indicators of business fields, and Gross Regional Domestic Product prices apply nine business field indicators, by taking into account the distribution of Gross Regional Domestic Products, and Gross Regional Domestic Products Economic Growth Rate, and compared with Gross Regional Domestic Product, Gross Regional Domestic Product Distribution, and Economic Growth Rate of 17

Indicators of Business Field, both from constant prices and Gross Regional Domestic Product prices. So that in analyzing the economic improvement of the community, based on Gross Regional Domestic Products both based on constant prices and Gross Regional Domestic Products prices apply and Gross Regional Domestic Products Economic Growth Rate Bogor Regency for the period 2014-2018 and also takes data on the prediction of the development of poverty in Bogor Regency in the period the same one. Data collection procedures using semi-structured interviews conducted by asking questions directly by the interviewer (data collector) to the respondent, and respondents' answers recorded or recorded with a tape recorder, documentation to strengthen the evidence that has been collected by collecting data in the form of documents, archives, regulations, photographs and other information relating to research conducted in Bogor Regency, and observations used in research regarding human behaviour, work processes, natural phenomena, and the object being observed is not too large (Arikunto, 2013). Research analysis techniques with qualitative data analysis approaches and concluding the process of combining several pieces of information to make decisions (Mulyadi, 2014).

## RESULTS AND DISCUSSION

### Analysis Results

#### Gross Regional Domestic Product At Current Prices in Bogor Regency

Gross Regional Domestic Product at Current Market Prices by Bogor Regency by Business Field in 2014-2018 (Billion Rupiahs) The distribution of the percentage of sectoral Gross Regional Domestic Product shows the role of each sector in the overall value of Gross Regional Domestic Product. The greater the percentage of a sector, the more significant the influence of the sector in the economic development of a region. Percentage distribution can also show the contribution of added value to each sector in the formation of Gross Regional Domestic Product so that sectors which are the driving force of growth (main sector) will be seen in the region concerned. If we look at the distribution of the percentage of business fields from year to year, we can see a shift in some business sectors.

The manufacturing industry sector showed a decrease in contribution, while the construction sector showed an increase in contribution to the creation of added value. Likewise, the transportation and communication sector experienced an increase from year to year, although the increase was relatively slight. Table 1 presents the distribution of the percentage of Bogor Regional Gross Domestic Product in 2014-2018.

**Table 1 Gross Regional Domestic Product According to Prices in 2014-2018 in Bogor Regency**

No	Business field	2014	2015	2016	2017	2018
1	2	3	4	5	6	7
1	Agriculture, Animal Husbandry, Forestry and Fisheries	5.004,07	5.466,54	6.044,74	6.634,96	7.397,08
2	Mining and	1.920,84	2.212,06	2.596,48	3.016,21	3.473,32

	excavation					
3	Industry	70.874,75	78.597,93	87.502,27	97.375,87	106.342,67
4	Electricity, Gas, and Clean Water	3.409,62	3.746,67	4.182,52	4.640,84	5.178,95
5	Construction	5.977,04	7.055,14	8.327,71	9.768,73	11.194,47
6	Trade, Hotels, and Restaurants	26.412,87	30.120,54	33.544,40	37.183,13	42.003,28
7	Transportation and Communication	5.338,40	6.355,85	7.275,15	8.256,12	9.618,41
8	Finance, Real Estate, and Corporate Services	1.792,57	1.987,39	2.245,09	2.521,26	2.894,01
9	Services	3.559,56	3.974,09	4.437,54	4.925,35	5.580,82
	Bogor Regency	124.289,72	139.516,21	156.155,90	174.322,47	193.683,00

The distribution of the percentage of sectoral Gross Regional Domestic Product shows the role of each sector in the overall value of Gross Regional Domestic Product. The greater the percentage of a sector, the greater the influence of the sector in the economic development of a region. Percentage distribution can also show the contribution of added value to each sector in the formation of Gross Regional Domestic Product so that sectors which are the driving force of growth (main sector) will be seen in the region concerned. If we look at the distribution of the percentage of business fields from year to year, we can see a shift in some business sectors.

The manufacturing sector shows a decrease in contribution, while the construction sector shows an increase in the contribution to creating added value. Likewise, the transportation and communication sector has increased from year to year, although the increase is relatively small. Table 2 presents the distribution of the percentage of the Gross Regional Domestic Product of Bogor Regency in 2014-2018.

**Table 2 Distribution of Bogor Regional Gross Domestic Product Percentage in 2014-2018**

No	Business field	2014	2015	2016	2017	2018
1	2	3	4	5	6	7
1	Agriculture, Animal Husbandry, Forestry and Fisheries	4,03	3,92	3,87	3,81	3,82
2	Mining and excavation	1,55	1,59	1,66	1,73	1,79
3	Industry	57,02	56,34	56,04	55,86	54,91
4	Electricity, Gas, and Clean Water	2,74	2,69	2,68	2,66	2,67
5	Construction	4,81	5,06	5,33	5,60	5,78
6	Trade, Hotels, and Restaurants	21,25	21,59	21,48	21,33	21,69
7	Transportation and Communication	4,30	4,56	4,66	4,74	4,97
8	Finance, Real Estate, and Corporate Services	1,44	1,42	1,44	1,45	1,49

9	Services	2,86	2,85	2,84	2,83	2,88
	Bogor Regency	100	100	100	100	100

Bogor Regency Economic Growth Rate in 2014 is predicted to grow by 6.07%. The value of economic growth in the Bogor Regency continues to increase until the year 2018 is predicted to reach 6.21%. Good economic growth is needed to maintain economic stability and job creation. Bogor Regency's economic growth rate during the 2014-2018 period is based on predictions of the Gross Regional Domestic Product in 2014-2018, it can be seen that in general the economic growth of Bogor Regency is in the range of 6 per cent. The construction sector is predicted to achieve very good performance, with average growth above double digits. The mining and quarrying sector, the trade, hotel, and restaurant sector, as well as the transportation and communication sector, are sectors with higher growth compared to the average economic growth rate of Bogor Regency.

### **Bogor Regency Gross Regional Domestic Product Growth Rate 2014-2018 (per cent)**

Based on the source of its growth, the manufacturing industry sector is the sector that gives the most significant contribution to the economic growth of Bogor Regency. This is indicated by the value of the largest source of growth in the manufacturing sector, which is around 3 per cent of the total economic growth rate, which reaches around 6 per cent. The high source of growth coming from the processing industry sector shows the strength and potential of the processing industry sector in determining the achievement of economic growth in the Bogor Regency. The trade, hotel and restaurant sector contributes above one per cent of the total economic growth of Bogor Regency. As for the other sectors contributing to a relatively small source of growth, which is under one per cent. Based on the calculation of sources of growth, in general, the growth of sectors that have a large contribution to creation.

Based on the source of its growth, the manufacturing industry sector is the sector that gives the most significant contribution to the economic growth of Bogor Regency. This is indicated by the value of the largest source of growth in the manufacturing sector, which is around 3 per cent of the total economic growth rate, which reaches around 6 per cent. The high source of growth coming from the manufacturing industry sector shows the strength and potential of the manufacturing sector in determining the achievement of economic growth in the Bogor Regency. The trade, hotel and restaurant sector contributes above one per cent of the total economic growth of Bogor Regency. As for the other sectors contributing to a relatively small source of growth, which is under one per cent. Based on the calculation of the source of growth, in general, the growth of the sector that has a large contribution in the creation of the Gross Regional Domestic Product will also contribute greatly to the source of growth.

In 2014, the Gross Regional Domestic Product at current prices in Bogor Regency was predicted to reach 124.29 trillion rupiahs, and this value continues to increase until 2018. The Gross Regional Domestic Product of Bogor Regency is predicted to reach 193.68 trillion rupiahs. The sectors that dominate the economy of Bogor Regency are the manufacturing industry sector and the wholesale and retail trade sector as well as car and motorcycle repairs.

The economic sector that showed the most considerable gross value added was the manufacturing sector, which reached 70.84 trillion rupiahs. The wholesale and retail trade sector and car and motorcycle repairs have the second-largest share after the manufacturing industry, amounting to IDR 21.79 trillion. The two sectors have the most significant contribution to the formation of Gross Regional Domestic Product. While the sector that had the smallest role was other service sectors, amounting to 102.53 billion rupiahs. Percentage Distribution of Gross Regional Domestic Product at Current Market Prices in Bogor Regency Based on 17 Business Fields in 2014-2018, The distribution of the percentage of sectoral Gross Regional Domestic Product shows the role of each sector in its contribution to the Gross Regional Domestic Product as a whole is quite large.

### **The Poverty Factor in Bogor Regency**

The poverty rate of the people in Bogor Regency in 2015-2017 ranges from 8 to 10%, poor people in Bogor Regency are abundant in West Bogor Regency, so the Bogor Regency government seeks to reduce poverty by empowering the community, in the field of fish cultivation ornamental and freshwater fish for competitive consumption, in accordance with the vision and mission of Bogor Regency who wants to become the Ter maju Regency in Indonesia, with support from the cultivation of ornamental fish and freshwater fish for consumption that has competitiveness. This target is supported where many regencies are crossed by rivers (watersheds), to carry out cultivation of ornamental fish and freshwater fish for consumption, it is very appropriate, and Bogor Regency has beautiful natural tourism areas, a very potential cultural tourism area once. And in line with the 2013-2018 Bogor Regency Medium Term Development Plan, namely poverty alleviation. In the Bogor Regency Regional Medium-Term Development Plan related to poverty targets to be achieved in 2018 include the percentage of poor people reduced by 5.0 to 4.10%, increasing the purchasing power of 665 thousand rupiahs, and equalizing the welfare of the community with the achievement of the index this is 0.30 to 0.35 point.

The Bogor Regency Fisheries and Animal Husbandry Service were formed based on the Bogor Regency Regulation Number 12 of 2016 concerning the Formation and Arrangement of Regional Apparatuses as outlined in the Bogor Regency Regulations Number 63 of 2016 concerning the Position, Composition, Organization, Duties and Functions and Work Procedures of the Fisheries and Animal Husbandry Office. Bogor Regency's Fisheries and Animal Husbandry Office has the main task of Assisting the Regent in carrying out governmental affairs in the field of fisheries and governmental affairs in agriculture in the aspect of animal husbandry and co-administration tasks accompanied by official functions. In accordance with one of its missions namely Maintaining Sustainable Availability of Animal Food Materials, Bogor Regency's Fisheries and Animal Husbandry Services and Programs and Activities are mainly aimed at increasing the production of meat, eggs, milk, fish consumption, increasing consumption of animal protein from livestock and fish, handling zoonotic diseases and monitoring of food and food products from animals and fish.

To develop livestock and fish commodities that have the potential to be superior Bogor, the Fisheries and Animal Husbandry Department is developing several fish and livestock



commodities which are local superior in several potential regions. To spur an increase in fish and livestock populations, and as a guide for fish farmers or fish cultivation businesses and investors in the development of fisheries and animal husbandry in Bogor Regency, zoning developments based on geographical and agricultural conditions have been prepared. Support for the development of agribusiness and agro-industry includes the Department of Fisheries and Animal Husbandry through business facilitation, partnership facilitation, market information, facilities, and infrastructure support for stakeholders engaged in fisheries and animal husbandry.

### **Discussion**

Bogor Regency is a producer of ornamental fish and freshwater fish for consumption, which is very potential in the West Java region, even in Indonesia. The results of the production of ornamental fish cultivation in the Bogor region have initially been only five districts that did ornamental fish cultivation business. However, thanks to the efforts and support of the local government, in this case, the Bogor District Fisheries and Animal Husbandry Department, as well as other related agencies, during 20 observations, it was found to develop competitive ornamental fish cultivation, and from the 40 existing Sub-Districts in Bogor Regency, currently developing freshwater fish cultivation that has the competitiveness and freshwater fish cultivation that has been obtained which is superior cultivation is catfish cultivation.

Support provided by the Bogor Regency government is to build centres or depots where ornamental fish marketing and fish markets are conducted in several sub-districts in Bogor Regency. The results of interviews with Mr Awaluddin, Head of the Fisheries Development Services Unit, management of pests and fish diseases in Ciseeng District, and an extension of the Bogor Regency's Fisheries and Animal Husbandry Service, explained that currently in the Ciseeng sub-district area, businesses of ornamental fish and fish cultivation businesses fresh water for consumption has increased dramatically, community interest in the Ciseeng sub-district village is very enthusiastic, the Fisheries Development Service Unit of the Ciseeng Sub-district is developing and supervising several Sub-districts, namely Parung Sub-District, Ciseeng Sub-District, Gunung Sindur Sub-District and Bojong Gede Sub-District, Tanjung Sari Sub-District.

In Ciseeng District, there is a market that sells ornamental fish and freshwater fish seeds for consumption, operates on Mondays, Thursdays, and Saturdays. At the same time, in Parung District, there are markets for ornamental fish and freshwater fish for consumption that are privately owned by Mr Dodo, which operates every day. There is also a fish market in Parung Subdistrict, which operates only three days a week, namely Tuesday, Wednesday, and Thursday. At present, the condition of the cultivation business community in terms of income is greatly improved, with the existence of a productive community environment that on average has a house, cultivation land and transport vehicle for the cultivation of ornamental fish and freshwater fish that will be marketed or which will be delivered on the sale results buy at the fish cultivation location.

In the past, people, if they wanted to sell their fish cultivation, they had to rent vehicles owned by other people. Still, now, on average, they already have their vehicles, even their sons and daughters are schooled at well-known state and private universities, and some are sent abroad. From the results of interviews with several communities of cultivation business practitioners, explaining that currently the business of cultivating ornamental fish and freshwater fish for consumption, has grown and increased very significantly, and the business practitioners of cultivation have felt the results are very good, this is also thanks to the existence of support from the Bogor Regency Government, which in this case the Bogor Regency Fisheries and Animal Husbandry Office and related staffs have helped. It is just that, there are still weaknesses, namely in the aspect of procurement of fish feed, they are still very lacking and still having difficulties in getting it, and capital support are also not readily available if they want to expand the cultivation network of ornamental fish and freshwater fish for consumption.

An interview with one of the traders and ornamental fish cultivation businesses, in Ciomas Subdistrict and the "Leladon" ornamental fish exchange, explained that the marketing mechanism of ornamental fish is currently too long so that the initial price of an ornamental fish farmer is only 500 rupiahs to the port can reach 1000 rupiah. Until the agent sells for 4500 rupiahs, then the agent sells to the importer who will sell and market it to foreign consumers up to tens of thousands of rupiah per head with a standard size that can be categorized as still in the form of ornamental fish seeds. So that these results can not be felt by farmers in the cultivation of ornamental fish business significantly, only large capitals can enjoy the results of ornamental fish cultivation.

Then the results of the interview with the cooperative management of ornamental fish cultivation business actors "Leladon" Mr Muhaiminan explained that not all community members of ornamental fish cultivation businesses want to change the pattern of ornamental fish cultivation in a modern way, they still maintain traditional patterns handed down from their previous ancestors, so that production has not been able to reach the maximum amount, due to the increasing demand from both the domestic and foreign markets. To meet these needs, the cooperatives try to fill it not only from members of the cooperatives at the "Leladon" Ornamental Fish Exchange Center but also from other centres or from other sub-districts in the Bogor Regency who carry out ornamental fish and aquatic fish cultivation. Tasteless for consumption.

The results of interviews with several communities of cultivation business practitioners in Ciomas Subdistrict, Bungbulan Subdistrict, Pamijahan Subdistrict, Dermaga Subdistrict, Ciampea Subdistrict, and Leuwiliang Subdistrict explained that the current cultivation conditions are very favourable, only me cultivation practitioners still often find it difficult to get fish feed and capital assistance if they want to develop the cultivation of ornamental fish and freshwater fish for consumption. Whereas the level of community income is quite good, and the condition of the community in economic aspects is also quite good.

### **Aspects of Community Economic Growth**

To be able to see and study the economic growth of the community can be seen from the development of the Gross Regional Domestic Product of Bogor Regency both at a constant price and the current price of 9 business field indicators, and 17 business field indicators as well as the Gross Regional Domestic Product Economic Growth Rate of Bogor Regency in 2014-2018 and poverty figures from 2015 and predictions for 2018. I was looking at the Gross Regional Domestic Product of Bogor Regency, according to the prevailing prices for the 2014 -2018 period from 9 indicators of business fields. Distribution of Gross Regional Domestic Product from 9 Indicators of Business Fields, as well as Gross Regional Domestic Product in the Economic Growth Rate of 2014-2018, it is very clear that there is a significant increase from year to year. In 2014 the Gross Regional Domestic Product Value constant prices from 9 indicators of business fields worth 124,289.72 and in 2015 amounted to 139.516.21 and in 2016 amounted to 156,155.90 and in 2017 amounted to 174,322.47 and for 2018 predicted to be 193,683.00. This is an apparent increase from year to year.

If we look at the Gross Regional Domestic Product based on constant 2000 prices, Gross Regional Domestic Product in 2014, based on constant prices is predicted to reach 41.08 trillion rupiahs. This value continues to increase in the following years until 2018 predicted that the Gross Regional Domestic Product of Bogor Regency based on constant prices is predicted to reach 52.19 trillion rupiahs. The sector that gave the biggest contribution to the creation of added value was the manufacturing sector, followed by the trade, hotel, and restaurant sector.

To see more clearly about the Bogor Regency economic growth rate, wherein 2014, economic growth ranged from 6.07%. While in 2015, it is around 6.11%, and in 2016 it is around 6.16%, while in 2017, it is 6.19%, and in 2018 it is predicted to be 6.21%. Bogor Regency's economic growth in 2018 exceeds the national economic growth forecast, which is only predicted at 5.5%. This increase was primarily contributed by the construction sector, the trade sector, hotels, and restaurants, as well as the transportation and transportation sector and the mining and quarrying sector. The Fisheries and Animal Husbandry sector is predicted to be 2.33%. Donations from this sector have not contributed in totality. Still, in terms of quality, the fisheries sector production in Bogor Regency has shown high competitiveness, because the fisheries sector when conducting field observations is making some improvements in supporting facilities and infrastructure carried out by the Fisheries and Animal Husbandry Department Bogor Regency, by making and establishing some Fisheries Service Units in several sub-districts which are the basis of fisheries cultivation, both ornamental fish and freshwater fish cultivation for consumption. This data and information were obtained from one of the Head of Fisheries Development Service Unit in Ciseeng District, who was visited and one of the officials at the Bogor District Fisheries and Fisheries Service. Moreover, the enthusiasm of the community to participate in counselling and guidance at the time of community empowerment in the field of fisheries cultivation in Bogor Regency.

Based on Gross Regional Domestic Product of Business Field from 17 indicators of business field, it can be seen that the growth of Gross Regional Domestic Product of 17

Bogor Regency business field indicators where the growth value of the manufacturing industry sector gives the biggest contribution to the economic growth of Bogor Regency. The trade, hotel and restaurant sector contributed more than one per cent of the total economic growth in Bogor Regency. As for the other sectors contributing to a relatively small source of growth, which is under one per cent. Based on the calculation of sources of growth, in general, the growth of the sector that has a large contribution to the creation of Gross Regional Domestic Product will also contribute greatly to the source of economic growth.

In 2014, the Gross Regional Domestic Product at current prices in Bogor Regency was predicted to reach 124.29 trillion rupiahs, and this value continues to increase until, in 2018, the Gross Regional Domestic Product of Bogor Regency is predicted to reach 193.68 trillion rupiahs. The sectors that dominate the economy of Bogor Regency are the manufacturing sector and the wholesale, retail, car, and motorcycle repair sectors.

In 2018, the Bogor Regency Economic Growth Rate was predicted to reach 6.21%. This value is equivalent to the Economic Growth Rate of West Java Province in 2012. Sectors that experienced quite high growth were the construction sector, wholesale and retail trade and car and motorcycle repair, and the information and communication sector. The Fisheries Sector contributed 2.33%. For the level of income of the community, the business of cultivating ornamental fish and freshwater fish for consumption have an average income both and can meet their primary and secondary living needs. The level of economic growth of the community in Bogor Regency as a whole is quite good, with unemployment and poverty rates obtained below 8% of the total population in Bogor Regency and when compared with the number of poor people in Indonesia overall the poverty rate in 2018 is predicted to be between 5% to 4.10%. The purchasing capacity of 665 thousand rupiahs and equalizing the welfare of the people with the achievement of the Gini index of 0.30 to 0.35 points. Bogor Regency economic growth predicted in 2018, around 6.21%, above the national economic growth rate, which is only predicted at 5.5%. Based on the data above, it can be compared Bogor Regional Gross Domestic Product both at current prices and constant prices with nine types of business fields compared to Bogor Regional Gross Regional Domestic Products with 17 Business Field Indicators, and results can be obtained, that the rate of economic growth Bogor Regency in 2014 was 6.07% and in 2015 it was 6.11% while in 2016 it was 6.16% while in 2017 it was 6.19% and in 2018 it was predicted that it was 6.21% the same and in accordance with Domestic Products Gross Regional 9 Indicators of Business Field from 2014 to 2018.

### **Aspects of Community Empowerment**

The community empowerment carried out by the Bogor Regency government is carried out by the Bogor Regency Fisheries and Animal Husbandry Office which is carried out to facilitate the development and counselling and handling of fish pest management, the Fisheries and Animal Husbandry Department forms a Fisheries Development Service Unit in each District which is an extension of the Office Fisheries and Animal Husbandry, to provide guidance and guidance and counselling related to aquaculture in Bogor Regency. This Fisheries Development Service Unit is the one who empowered the community in the areas

of the cultivation business of ornamental fish and freshwater fish for consumption in Bogor Regency;

Community empowerment is done by providing counselling, how to cultivate fish that is good by using modern technology, such as by purifying river water and lake water that is used for fisheries cultivation needs, conducting quality breeding, and providing quality feed, so cultivation results are getting better in quantity and quality desired by market share, both domestic and international markets.

Constraints faced in community empowerment that have competitiveness from the results of interviews with the cultivation business community in several areas of cultivation, namely the problem of fish feed that is still difficult to obtain, so that in feeding fish cultivation, business practitioners must make their own with raw materials they have. Then the issue of working capital, if the cultivation business actors want to develop in the field of fisheries cultivation, where capital is very difficult to obtain, even though the local government has helped facilitate to find a capital network from state banks and private banks in Bogor Regency to support community capital. However, some cultivation businesses sell land assets that have been used for agricultural land and other assets to obtain working capital. Not all people follow the method of fisheries cultivation that has been taught by the Fisheries and Animal Husbandry Department, so that not all get maximum results, they still use the traditional ways of the legacy of their ancestors. Not all the cultivation community members enter the group members and cooperative members that already exist in Bogor Regency, especially the Fisheries Cooperative; if they are members, the obstacles to cultivation will be overcome by the cultivation cooperative. The marketing network is still too long, that is what was complained of by some fisheries cultivation businesses in Bogor Regency.

The solution in overcoming the obstacles that exist when doing community empowerment, which is done by the local government is not to get bored of the extension workers and supervisors who are given the task to provide guidance and counselling to the cultivation business practitioners who have not succeeded maximally, to be able to follow modern fisheries cultivation methods and technology, with instructions and examples of successful cultivation businesses in Bogor Regency. The local government, in this case, the Fisheries and Animal Husbandry Department, is assisting and always opening up to help. Wherein some Districts, the Fisheries Development Service Unit was established as a leading service unit in the field of fisheries in Bogor Regency, as well as providing alternative feed that can be provided to businesses aquaculture if the delivery of feed is rather late to the location. To the community of cultivation business practitioners who have not followed the guidance, consistently given motivation and examples of success from cultivation business practitioners who have succeeded in Bogor Regency. Cultivation entrepreneurs who are not yet members of groups and cooperatives are encouraged and persuaded to be conducive, to join groups and fisheries cooperatives so that cooperatives can quickly assist them if they experience difficulties in the field of fisheries cultivation. The regional government has now cut down its marketing network and licensing network in accordance with the orders and policies of the Government of the Working Cabinet of the President and Vice President

recently, and this is intended to motivate capital investment into Indonesia, especially in Bogor Regency.

### **Cultivation Aspects of Competitive Ornamental Fish**

Cultivation of fisheries in Bogor District during field observations made very significant progress, where initially only 5 Sub-districts were conducting fisheries cultivation in Bogor District. When observations were made, about 20 districts were doing ornamental fish cultivation and as many as 40 sub-districts in Bogor District doing fisheries cultivation. For consumption. The area of fisheries is 3,329.07 hectares, of which 1,631.27 hectares is for fish cultivation area for use and 35.87 hectares for ornamental fish cultivation, while for hatchery area is 1,153.37 hectares for hatchery area and 508.56 hectares for waters general and fishery households totalling 14,048, with details of 9,581 fish cultivation fisheries households, and 753 ornamental fish cultivation fisheries households, while 2,734 fishery households for hatcheries and 980 public glasses of water fisheries households. In the area of Kemang Subdistrict, Parung Subdistrict, Ciseeng Subdistrict, and Gunung Sindur Subdistrict, the area of fishery cultivation is 11.95 hectares.

In Bogor Regency, there are 6 (six) river basins (Cidurian River, Cimanceuri River, Cisadane River, Ciliwung River, Bekasi River Sub-River, Cipamingkis, and Cibeeb Sub-Rivers, 93 situ, 63 springs, and 879 irrigation networks which constitute one of one vital facility needed in fisheries cultivation activities, Bogor Regency with its climate such as land and water feasibility, temperature range, and rainfall have shown suitability that is high enough to be used as a business area for cultivation of various fish species, both consumption and ornamental fish, In other words, almost all freshwater cultivation fish species that are kept can grow and develop properly.

Bogor Regency with its location not far from the Capital City of Jakarta has a comparative advantage in terms of providing production facilities such as equipment, artificial feed, and medicines, in addition to market access, both in terms of the potential demand quota, as well as access to facilities, and distribution infrastructure. Another supporter of fisheries development is the availability of adequate transportation infrastructure and facilities that facilitate the distribution of cultivation and processing results.

The cultivation technique has been carried out by getting guidance from the Bogor Regency Fisheries and Animal Husbandry Department, and for marketing, it is assisted by the Bogor Regency Trade and Industry Office and related agencies in Bogor Regency. In controlling pests and diseases, the Bogor District Fisheries and Animal Husbandry Department have established several Fisheries Development Services Units that can assist and provide counselling and treatment for pests and fish diseases in Bogor Regency, Bogor Regency government with its Vision and Mission, which will make Bogor Regency Leading Regency in the field of Fisheries and Animal Husbandry that has competitiveness both nationally and internationally.

Bogor Regency Government, in this case, the Fisheries and Animal Husbandry Department, as the person in charge in the field of fisheries cultivation development and development in Bogor Regency, to maintain and improve the quality of the competitiveness

of ornamental fish production produced by cultivation business actors in Bogor Regency, always consistently conduct counselling and coaching directly down the field through the ranks of the Fisheries Development Services Unit that were formed in several districts in Bogor Regency. In this way, the results can be seen; the community feels satisfaction and feels very helped in carrying out the cultivation of competitive ornamental fish.

## CONCLUSION

### Conclusion

Based on data analysis and discussion obtained from the Bogor Regency Fisheries and Animal Husbandry Department and Statistics of Central Statistics Agency (BPS) obtained from and the results of interviews, the following conclusions can be drawn:

With the existence of fisheries cultivation in Bogor Regency, the people of Bogor Regency, currently in a reasonably good economic condition, this explanation is supported by the data of the Bogor Regional Gross Domestic Product in 2011-2015 and 2014-2018, Both the Gross Regional Domestic Product Applicable Prices from several indicators business activities, as well as Gross Regional Domestic Product Constant Prices and Gross Regional Domestic Product Economic Growth Rate of the period 2011-2015 and 2014-2018, wherein the economic growth rate was predicted in 2018, predicted to be around 6.21% Economic Growth in Bogor Regency, predicted this exceeds the national economic growth forecast of only 5.5%. Unemployment and poverty rates than initially ranged from 8 to 10% in the 2015 period, but predictions in 2018, poverty, and unemployment will reach only 5 to 4.10%. The increasing income per capita, with shown in the ratio from 0.30 to 0.35 in 2017.

To maintain the level of economic growth, or to maintain the consistency of community economic growth, consistency is needed from empowering the cultivation of ornamental fish and fish for consumption that has competitiveness, and to maintain the productivity of quality results and have export competitiveness, the community of entrepreneurs who have not yet cultivated using the method of cultivation with modern technology, to immediately try to change the old habits of the legacy of his ancestors, and follow and use the pattern of cultivation with modern technology, this is so that production results can be maximized and have a competitive quality so that the market share that has been running can be maintained. It can even be improved, so that the results can increase the income of the cultivation business community itself, and its impact on the increase in the rate of economic growth can be maintained, even it can rise. Even though at this time the community's income is quite good, and the economic growth rate is already very good, which is around 6, 21% above the national economic growth, which is only 5.5%. The income of the community is getting better and increasing, as indicated by an increase in the Gini index of Bogor Regency from 0.30 to 0.35. The decline in the poverty rate that was initially in 2011-2015 ranges from 8 to 9%, currently predicted that the predicted poverty rate in 2018 would decrease to 5%, even reaching 4, 10%. In overcoming the obstacles and problems that arise, in order to keep trying to provide a conducive solution, the official or officer should maintain his consistency in conducting counselling and guidance and coaching to the community of fisheries cultivation business practitioners in Bogor Regency. With solutions that can be given to the cultivation

business community, it must still be followed and carried out intense supervision in their daily lives, so that if there are subsequent problems, it can be immediately overcome at the first opportunity. Can maintain the performance of fisheries cultivation business actors in Bogor Regency, the results can be seen, where the economic growth of the Bogor Regency is very good, its growth, when compared with national economic growth, which is predicted to be only around 5.5%. In comparison, the rate of economic growth of Bogor Regency 2018 predicted 6.21%.

## REFERENCES

1. Arsena, A., Silvera, D. H., & Pandelaere, M. (2014). Brand trait transference: When celebrity endorsers acquire brand personality traits. *Journal of Business Research*, 67(7), 1537–1543. <https://doi.org/10.1016/j.jbusres.2014.01.011>
2. Dwivedi, A., McDonald, R. E., & Johnson, L. W. (2014). The impact of a celebrity endorser's credibility on consumer self-brand connection and brand evaluation. *Journal of Brand Management*, 21(7), 559–578. <https://doi.org/10.1057/bm.2014.37>
3. Farhat, R., & Mustafa, B. (2011). Celebrity Endorsement: A Congruity Measure of Personalities. *Research on Humanities and Social Sciences*, 1(1), 30–39.
4. Hariyana, N. (2013). Pengaruh Penggunaan Iklan Endorser Produk Sabun Lux Media Televisi Terhadap Keputusan Pembelian Dan Loyalitas Merek Pada Konsumen Produk Sabun Lux Di Kabupaten Jember. *Jeam*, XII(1), 1–24.
5. Kusumaningtyas, F. (2014). Pengaruh Pesan Iklan Di Televisi Terhadap Keputusan Pembelian (Survei pada Mahasiswa Jurusan Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2010/2011 yang Mengonsumsi Es Krim Magnum). *Jurnal Administrasi Bisnis*, 13(2), 1–7.
6. Mugiono, K., & Mudiantono. (2012). Analisis Pengaruh Kredibilitas Celebrity Endorser Dan Daya Tarik Iklan Terhadap Brand Awareness Dan Dampaknya Terhadap Brand Attitude Sabun Mandi Padat Lifebuoy Di Semarang. *Journal of Management*, 1(2), 1–8.
7. Nantel, J. A., & Rosen, D. L. (2014). The Effect of Source, Message, and Media Credibilities on the Perception of Overall Advertising Credibility. In *Proceedings of the 1986 Academy of Marketing Science (AMS) Annual Conference (Vol. 9, pp. 296–301)*. [https://doi.org/10.1007/978-3-319-11101-8\\_63](https://doi.org/10.1007/978-3-319-11101-8_63)
8. Nantel, J., & Sekhvat, Y. (2008). The impact of SMS advertising on members of a virtual community. *Journal of Advertising Research*, 48(3), 363–374. <https://doi.org/10.2501/S002184990808032X>
9. Suharsimi Arikunto. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik (Edisi Revisi)*. Jakarta: Rineka Cipta. <https://doi.org/10.1017/CBO9781107415324.004>
10. Tsang, M. M., Ho, S. C., & Liang, T. P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*. <https://doi.org/10.15373/2249555x/apr2014/105>
11. Tjiptono, Fandy. 2002. *Strategi Pemasaran*. Yogyakarta: Andi Offset
12. Umar, H. (2002). *Riset pemasaran dan perilaku konsumen*. Jakarta: PT Gramedia Pustaka Utama.