



The Level of People's Salt Business Empowerment (PUGAR) Reviewed From Market Demand

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ABSTRACT

The implementation of the People's Salt Business Empowerment Program (PUGAR (Pemberdayaan Usaha Garam Rakyat)) to intensify salt fields and boost people's salt productivity is considered slow. The PUGAR needs to be revitalized to enhance the welfare of salt farmers and achieve industrial salt self-sufficiency by 2015. The aim of this research is to analyze the empowerment of people's salt businesses (PUGAR) based on the aspects of Central Java's industrial salt demand, with a focus on determining the level of empowerment of salt businesses in the Central Java region. The research was conducted by distributing questionnaires to salt farmers and utilizing existing data. The results indicated low market demand but high social and cultural aspects and business sustainability. Short-term priority actions include optimizing applied technology for the production process, improving the distribution chain, and ensuring sustainable market information to stabilize the people's salt business.

Keywords: Level of Empowerment, Market Demand, PUGAR (Pemberdayaan Usaha Garam Rakyat)

1. Introduction

PUGAR aims to provide training, resources, and support to small-scale salt producers to help them improve their production techniques, increase their productivity, and enhance the quality of their products. By doing so, the program not only helps these businesses to become more competitive in the market but also ensures that they are able to sustainably grow and thrive in the long term.

In addition to supporting small-scale salt producers in improving their businesses, PUGAR also works to advocate for policies and regulations that promote the interests of these producers and protect them from unfair competition. By working closely with government agencies, industry stakeholders, and other partners, the program seeks to create a more level playing field for small-scale salt businesses and ensure that they have a voice in shaping the future of the industry.

Overall, PUGAR is a comprehensive and holistic approach to empowering small-scale salt producers and ensuring that they are able to fully participate in and benefit from the national salt industry. By prioritizing the economic empowerment of coastal communities and supporting the growth and development of small-scale businesses, the program is helping to create a more inclusive and sustainable salt industry that benefits all stakeholders.

The salt industry has long been an important economic sector in many countries, including Indonesia. However, in the midst of globalization and increasingly tight economic competition, small-scale salt businesses often face challenges in marketing their products. Factors such as lack of access to a wide market, low scale of production, and limited resources are the main obstacles that hinder the progress and growth of people's salt businesses.

Therefore, this research aims to examine and analyze the level of empowerment of people's salt businesses from the perspective of market demand. By understanding the dynamics of market demand for small-scale salt products, it is hoped that concrete strategies and steps can be identified that can increase the competitiveness and sustainability of people's salt businesses (Mahasin, 2021). This will not only have a positive impact on these business actors, but can also contribute to alleviating poverty and improving the welfare of coastal communities as a whole.

2. Methodology

This research uses qualitative and quantitative approaches to explore and analyze data related to the level of empowerment of People's Salt Enterprises (PUGAR) from a market demand perspective. By using a holistic approach, it is hoped that this research can provide an in-depth understanding of the factors that influence the level of empowerment of People's Salt Enterprises (PUGAR) in terms of market demand (Putri et al., 2022).

3. Results and Discussion

3.1. Results

a. Dynamics of Small Scale Salt Market Demand

Research on market demand reveals that small-scale salt products have significant potential, especially among consumers who are increasingly concerned about product quality and sustainability. Demand for local and organic salt is also increasing in line with consumer awareness of the importance of supporting local producers and protecting the environment.

b. Market Access Challenges

Even though market demand for small-scale salt has increased, business actors still face challenges in reaching a wider market. Distribution constraints, lack of marketing network, and difficulty competing with large industrial salt products are the main obstacles that need to be overcome.

c. Marketing and Branding Strategy

To face challenges in market access, business actors need to strengthen marketing and branding strategies to differentiate small-scale salt products from large industrial salt products. Building strong local brands, improving product quality, and emphasizing added values such as environmental sustainability and involvement in local communities can increase product appeal in the market.

d. Collaboration and Partnership

Collaboration between small-scale salt businesses, government, development institutions and the private sector can be key to increasing market access. Support programs that include training in marketing and business management, assistance in developing distribution networks, and promotion of salt products on a small scale can help overcome market access barriers faced by business actors.

e. Consumer Education

Efforts to educate consumers about the value and advantages of small-scale salt products are also important to increase market demand. Providing information about environmentally friendly production processes, sustainability and positive impacts on local economies can help increase consumer awareness and shape more positive preferences for small-scale salt products

f. Role of Public Policy

The government has an important role in increasing market access for People's Salt Enterprises (PUGAR) through supportive policies, such as providing fiscal incentives, developing infrastructure, establishing regulations that support the development of small businesses, and promoting local products

By overcoming challenges in market access through appropriate marketing strategies, cross-sector collaboration, consumer education, and public policy support, the level of empowerment of Community Salt Enterprises (PUGAR) can be increased significantly, providing greater economic benefits for coastal communities and supporting economic development local, sustainable.

3.2. Discussion

People's Salt Business Empowerment (PUGAR) in the context of market demand is an important strategy to increase the growth and sustainability of the small-scale salt industry. By overcoming challenges in market access through appropriate marketing strategies, cross-sector collaboration, consumer education, and public policy support, empowering People's Salt Enterprises (PUGAR) has the potential to provide greater economic benefits for coastal communities and support sustainable local economic development.

Based on the findings and analysis of this research, several suggestions can be given to increase the level of empowerment of People's Salt Enterprises (PUGAR) from a market demand perspective (Setyaningrum et al., 2015). Strengthen Marketing and Branding Strategy, Small-scale salt businesses need to develop stronger marketing strategies and differentiation to differentiate small-scale salt products from large industrial products. This includes developing strong local brands, improving product quality, and emphasizing added value such as environmental sustainability and involvement in local communities. Cross-Sector Collaboration, Cooperation between small-scale salt business actors, government, development institutions and the private sector needs to be improved. Support programs that include training in marketing and business management, assistance in developing distribution networks, and promotion of small-scale salt products can help overcome market access barriers faced by business actors.

Consumer Education, Efforts to educate consumers about the value and advantages of small-scale salt products need to be increased. Information provided about environmentally friendly production processes, sustainability and positive impacts on the local economy can help increase consumer awareness and form more positive preferences for small-scale salt products. Role of Public Policy, The government needs to create policies that support increasing market access for People's Salt Enterprises (PUGAR). This includes providing fiscal incentives, developing infrastructure, establishing regulations that support small business development, and promoting local products.

By implementing the suggestions above, it is hoped that we can increase the empowerment of People's Salt Enterprises (PUGAR) in marketing their products and accessing a wider market. This will have a positive impact on the economy of coastal communities and support sustainable local economic development.

4. Conclusion

Empowering People's Salt Enterprises (PUGAR) is crucial for the growth and sustainability of small-scale salt industries amidst market demands. Overcoming market access challenges requires effective marketing strategies, collaboration across sectors, consumer education, and supportive public policies. Recommendations include enhancing marketing and branding, fostering cross-sector cooperation, educating consumers about small-scale salt benefits, and creating policies favoring PUGAR. Implementing these suggestions aims to boost PUGAR's market presence, benefiting coastal communities and fostering sustainable local economies.

5. References

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