The Access of M-Fisherman Smart Service in South Kalimantan, Indonesia

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Abstract. Tanah Laut District is the only regency in South Kalimantan that has been assisted by M-Nelayan Pintar cars. This study aims to analyze the mechanism of information access by fishermen groups in South Kalimantan through the services of M-Fisherman Smart. The study used a qualitative approach, with data collection techniques through in-depth interview method and Focus Group Discussion (FGD). The results showed that the mechanism of access of M-Fisherman Smart car service consists of five stages, namely request of service from fishermen group through village head; the Village Head contacts the DKPP, the Fishing Capture field to request the desired services; M-Fisherman Smart service operators come to the villages requesting services; the operator performs the service process; the service is completed, one example of service output is the fisherman accepts the fishing card. 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 pro-active in mobile fishermen operations to reach all areas in South Kalimantan.

1. Introduction

Many public service agencies in Indonesia have provided the services which use the mobile. In the field of education there is a mobile library service, for banking institutions there is a mobile cash service, in the health sector, there are mobile clinics, in the field of taxation there is samsat tour, as well as in other fields, including marine and fisheries. The General Directorate of Capture Fisheries Ministry of Marine Affairs and Fisheries (DKPT KKP) has launched an M-Fisherman Smart service facility. Tanah Laut District is the only regency in South Kalimantan that has been assisted by M-Fisherman Smart cars. The service is intended for fishers as a medium for accessing the information, means of administering fishers, as well as learning media in increasing the knowledge and skills of fishers, as seen in some equipment available in the car (Figure 1).
The fishermen can access the information according to their needs through some media. In accessing the information as needed, Nicholas in A. Atika revealed that the information of needs consists of three kinds, ie unconscious information needs, unexpressed information needs, and expressed information needs[1]. Sugiharto revealed that the source of information utilized by Fishermen in addition to the fellow fishermen, they also use the information obtained from fisheries extension, group of fishermen, newspapers, magazines, coverage, leaflets, radio, TV, screen film, and VCD[2]. The study has not revealed the source of information in the form of mobile services that can be used by fishermen.

Researches on public communication activities via the internet found 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 the communication activities and information via the internet associated with three Web Page, ie status in social networking site; e-mail; and chat room[3]-[5]. While that is still relatively less common and rarely used blogs; discussion forums and websites.

Omar et al. in Muawanah revealed that in various sectors such as agriculture and fisheries in remote areas and coastal areas, information and technology are the important components of economic success[6]. According to Zahedi and Zahedi that Information and Communication Technology (ICT) as a technology that can help the exchange of information in a fast and easy way, which eliminates the distance or geographical differences between nations and make the world into a global village[7]. Some information by the needs of fishers can be accessed through the services of M-Fisherman Smart. The fishermen can earn some benefits from mobile services, such as more time, cost, and energy. These benefits can be obtained and felt by fishermen when the service has a clear and easy access mechanism. The question constructed in the research problem formulation is whether fishers can easily access the service? How do fishers access it? Are there any obstacles or constraints so that the service can not be accessed easily by fishermen?

Based on the questions in the formulation of the problem, this study aims to analyze the mechanism of information access by fishermen groups in South Kalimantan through the services of M-Fisherman Smart.

2. Method
This research uses a qualitative approach, with data collection techniques through in-depth interview method and Focus Group Discussion (FGD). The interviews were conducted to the Food and Fisheries Resilience Agency (DKPP) of Tanah Laut Regency and representatives of fishermen from several coastal areas in Tanah Laut District.

The interviews were conducted to obtain the data on the status and whereabouts of the M-Fisherman Smart car, while the FGDs were conducted to obtain the data on the operation and access of services.
The number of FGD participants is ten people, consisting of DKPP Head of Tanah Laut District, M-Fishermen Smart Service Operator, Extensionist, and Fisherman as representative of 3 coastal areas in Tanah Laut Regency South Kalimantan.

3. Result And Discussion

The digital era is characterized by the different people's reading behavior from previous eras[8]. M-Fishermen Mobile Service becomes one of the alternatives in overcoming the digital era. M-Fisherman's Smart car in South Kalimantan does not operate every day or at any given period, either weekly or monthly. Based on the research results revealed that the operation of the car is done based on the request of groups of fishermen who need services M-Fisherman Smart. The request of the fishermen group was submitted to the village head, and by the village, head forwarded to the DKPP Tanah Laut. After the DKPP receives the request of M-Fisherman Smart service, the DKPP Capture Fishery Field will come to the needy area by bringing the M-Fisherman Smart car.

The result of the research revealed that the operation of the service through the M-Fisherman's Smart car to the villages was not done on DKP's initiative, but only waiting for the request from the fisherman. This is due to the lack of operational funding of cars as described in the previous section in the results of this study, also due to the efficiency reasons, where fishermen find the difficult to meet together on the same day, so it is necessary to deal with time in advance among groups of fishermen to use the services of M-Fisherman Smart. This is as expressed by the Head of Fisheries DKPP Tanah Laut (MB) through an interview conducted on July 6, 2017 that the initial mechanism is the DKPP brings the M-Fishermen Smart car to the village to visit the fishermen who have gathered, then the village head contacted the DKPP to request the car to their village where the fishermen agreed at the time and place they specified, because not all fishermen could gather on the same day.

The same thing about the request process of the M-Fisherman Smart service was also revealed by a fisherman (HA) who became one of the informants in this study. HA expressed his experience at Tanjung Dewa that the village side asked for the service to bring in an M-Fisherman's Smart car. (Interview result, July 7, 2017)

The M-Fisherman's Smart car will be housed in a village hall where fishers gather for services. The service process (one of which is the making of a fisherman's card) is done by. First, the fisherman is required to fill out the form provided by DKPP. After the form is filled, the operator starts to process the input in the car of M-Fisherman Smart. If the Internet network smoothly and not interrupt at the time of input, then the service continued up to the printing process of fishing cards. But the conditions that often occur in the field, the Internet network does not support so that the input process cannot continue. In addition to the network problems, the large number of fishers served makes the operators unable to complete them at one time (day). Two reasons are the cause of service through the car of M-Fisherman Smart cannot be completed, and the process of inputting and printing cards will be resumed and completed at the DKPP Tanah Laut office.

The DKPP (AK) Facility and Infrastructure Facility section, which also serves as the operator of M-Fisherman Smart car and one of the fishermen (AH), through the Focus Group Discussion (FGD) conducted on July 11, 2017 revealed that to determine the location and time of service, they coordinate with the village head. In addition to location and time of service, AK also discloses the service process that can not be completed when the Internet network is interrupted during service time, so the service process is stopped and continued at DKPP office[9].

The number of fishers gathered at a time is relatively large, about 200 fishermen at one time and the area visited, as revealed by the operator of M-Fishermen Smart car. With the number of fishermen who want to use the service quite a lot in one-time arrival, so many fishers who cannot be handled until the service is continued at the office. Car operator (AK) revealed that about 200 fishermen who came to the car of M-Fisherman Smart so that the allocation of time is not sufficient to complete the service.

The M-Fisherman's Smart car since its operation in 2016 until this research was conducted[10], there are still the areas that have never used the service through the car of M-Fisherman Smart.
them is Takisung as revealed by one of the fishermen (S) who came from Takisung. The areas/villages that have not been visited by M-Fishermen Smart cars are caused by no request from the fishermen group in the area, as disclosed by the operator (AK).

The access mechanism of M-Fishermen smart services in South Kalimantan can be seen in Figure 1.

**Figure 1. Access Mechanism of M-Fishermen Smart service in South Kalimantan**

The access mechanism of M-Fisherman Smart car service starts from the needs of the Fishermen for some services required. 1) The fishermen group convey their need for M-Fishermen Smart car service to the village head in their residence area; 2) At the request of the fishermen group, the Village Head contacted DKPP Tanah Laut District, the Fishing Capture field to request the desired service; 3) The Operator of M-Fisherman Smart car come to the location on demand. The Locations designated as service centers are the Village Hall; 4) The Operators begin to perform services as needed by fishermen. Fishermen do not directly operate the equipment (computers, printers, and others) available in M-Fisherman's Smart car, but the operators who perform the process by the needs of fishers. The needs of fishermen who can be served by the car of M-Smart Fishermen in Tanah Laut Regency are fisherman card, insurance, and fisherman's land certificate; 4a) The needs of fishermen can be directly processed at the location, but if there is an obstacle in the form of internet network interruption or insufficient service time to serve a lot of demand, then the service cannot be continued on the spot; 4b) The service process will be continued at the DKPP Tanah Laut office; 5) The service is complete. One of the outputs of the service through the M-Fisherman Smart car is a fishing card that can be directly used by fishermen (Figure 2).

**Figure 2. The output of Service (Fisherman Card)**
Fisherman Card is used by fishermen in accessing the services of M-Fisherman Smart.
4. Conclusion
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.

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