

ORIGINAL ARTICLE

# Cultural and entrepreneurial attitudes of fishermen involved in the production of fishery products in West Sumatra, Indonesia: Implications for marine resource conservation areas in village development

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## ABSTRACT

The development of entrepreneurship in fisheries operations is an important component of eliminating poverty. Fisherman obviously produce fishery goods, despite the broad recognition of the positive role that entrepreneurship can play in the reduction of poverty. Integration into one's society and economy are increasingly beginning to be seen as an essential component of entrepreneurial success. This study aims to investigate the cultural and entrepreneurial attitudes of fishermen involved in the production of fishery products in the Province of West Sumatra, Indonesia, accordingly with a particular focus on marine resource conservation areas in village development. In this development, the descriptive design of capitals was utilized. This design included interviews, a questionnaire survey, and a review of the relevant body of literature. As a result, the purpose of the study was to propose an alternative model for the development of villages that would be considered novel in Indonesia. The findings demonstrated that the model makes a contribution to enhancing the socio-economic, cultural, and social capabilities of a group of fishermen. In conclusion, tourism that is focused on social entrepreneurship has the potential to boost entrepreneurial attitudes as well as the atmosphere surrounding community understanding of creative village development. We came to the conclusion that implementing tourism with a focus on social entrepreneurship could increase entrepreneurial attitudes and create an atmosphere that is more conscious of the needs of the community in village development.

## KEYWORDS

*entrepreneurial attitudes; ecotourism; marine conservation area; fishermen community; village development*

## ARTICLE INFO

Received: 21 August 2023

Accepted: 20 September 2023

Available online: 17 November 2023

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## CITATION

Zamzami L, Effendi N (2023). Cultural and entrepreneurial attitudes of fishermen involved in the production of fishery products in West Sumatra, Indonesia: Implications for marine resource conservation areas in village development. *Journal of Infrastructure, Policy and Development* 7(3): 2629. doi: 10.24294/jipd.v7i3.2629

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## **1. Introduction**

This study explores two recent issues in Marine Anthropology. The first issue examines coastal culture, which became popular in the 1970s (Acheson, 1981; Poggie, 1980; Prieto, 2017). Specifically, the study analyzes the economics compares by examining the characteristics of coastal livelihoods practiced in different societies and entrepreneurship.

The two contexts are based on community refers to the extent to which an entity, such as a corporation, organization, or individual, operates or has influence across national borders (transnationality) and associated with members of the group engaged both in the official or informal economy (Eriksson et al., 2019). Therefore, issue focuses on developments in the field, particularly culturally based participatory approaches and sustainability (Chambers, 2009; Firth, 2006). While most studies have been considered since the early 1900s, but focuses in ten years of village development. It is only barely accepted as a mainstream development in many countries. Furthermore, different participatory and sustainable developments have been used in policy discourse since the 1980s without the addition of cultural elements.

It is widely recognized that sustainable development is occurring globally but focuses on natural resources and ecosystems as part of economic growth is typically refers to an increase in a country's Gross Domestic Product (GDP) over time strategies (Putri et al., 2023; Pauzin et al., 2022). Sustainable development is defined as the effort to manage nature and the environment for the benefit of future generations. Although many forget that growth is also a cultural process, the importance of capital to development cannot be overemphasized. This is particularly relevant in the case of fishing communities, which all societies have their own cultural and social patterns (Thorpe et al., 2006; Wanof and Gani, 2023). These two challenges become important as the basis for integrating entrepreneurship into substantial community development (Jelonek, 2015; Jørgensen et al., 2021) and culture as a key benefit of development (Aquino, 2022; Suansri, 2003). The academic community has studied social entrepreneurship such as the motivation of fishermen, willingness, and influencing factors. In an economic situation, ambitions complement each other to generate socio-economic value and social change. For instance, Jørgensen et al. (2021) investigated group tourism and social entrepreneurship as part of community mobilization and social transformation. Aquino (2022) highlighted how tourism and social entrepreneurship can contribute to community change by increasing income and household wealth.

Indonesian fishermen can engage in various entrepreneurial activities to improve their livelihoods and contribute to economic development (Tawakkal and Kistanto, 2017). Indonesia is known for its extensive coastline and rich marine resources, making fishing a crucial industry. Instead of selling raw catch, Indonesia fishermen can establish fish processing units to clean, fillet, smoke, or package fish for local or export markets (Bacq et al., 2022). This adds value to their products and opens up new market opportunities. It's crucial for Indonesian fishermen to consider the sustainability of their practices to ensure the long-term viability of their businesses and the conservation of marine ecosystems. Government support, Non-Governmental Organization initiatives, and collaboration with the private sector can play a significant role in helping Indonesian fishermen succeed as entrepreneurs in the fishing industry.

Other countries, such as Honduras and the Caribbean, have established many dive shops and

businesses using social and cultural resources in the form of community property such as beach areas (Cronk and Steadman, 2002). Furthermore, the village of Utila, located on a small island off the coast of the Caribbean Sea, has successfully utilized its natural resources, including the sea and beaches as community property, to develop the area. It has provided diving equipment that meets various needs and attracts tourists from all over the world (Cronk and Steadman, 2002). The west coast of Indonesia is a dynamic and economically important region with a rich cultural heritage and a significant role in international trade. It offers a diverse range of attractions for both travelers and those interested in the region's history and culture. Indonesian fishermen play a vital role in supplying seafood for domestic consumption and international markets while contributing to the cultural and economic fabric of their coastal communities. Efforts to promote sustainable fishing practices and conserve marine ecosystems are essential for the long-term well-being of Indonesian fishermen and the preservation of marine resources.

This study aims to investigate the cultural and entrepreneurial attitudes of fishermen involved in the production of fishery products in the province of West Sumatra, Indonesia, accordingly with a particular focus on marine resource conservation areas in Indonesia village development, particularly West Sumatra.

## **2. Theoretical framework**

The content of this study is based on Marine Anthropology. Anthropology in its implementation of knowledge, shaping political processes, and assessing the impact of a policy or political decision, can also provide practical solutions to community development problems. These studies applied methodological skills and basic anthropological study (Clark, 2002; Koentjaraningrat, 2005). Marine development anthropology is one of the subject disciplines that can make thoughts more realistic and suitable for community building (Versleijen and Hoorweg, 2009).

The approach to national development is primarily economic, with culture seen as a unifying force between different groups, rather than a catalyst for growth. At the local community, culture and entrepreneurship has become an important asset in creating the dynamics of successful community development (Pfeilstetter, 2021). Cultural entrepreneurship refers to the practice of using cultural assets, including arts, heritage, traditions, and creative expressions, as a basis for economic and social development. It involves individuals or organizations leveraging cultural elements to create businesses, products, services, or initiatives that contribute to both economic growth and the preservation or promotion of cultural heritage.

One of the images of Indonesian society is the local economic product that draws on the national identity and is supported by the ancestral culture of the community (Ismaya et al., 2023), such as weaving, handicrafts, and food (Adimu et al., 2017). The local economic product as frequently driven by bureaucratic considerations as it is by imaginative planning an important aspect of the development process in many contexts. The effectiveness of development efforts often hinges on the ability to navigate and harness both bureaucratic considerations and imaginative planning. Striking the right balance is a complex and context-dependent endeavor, but it is essential for achieving sustainable and inclusive development outcomes. Meanwhile, progress is based on the capitalist economic model, the practical dynamics of development are based on human culture. Therefore, the government should consider cultural capital as one of the main factors in developing communities

at the national and local levels.

Therefore, to foster the development of Indonesian society, it is crucial to address cultural entrepreneurship issues, which are distinct from economic factors (Bacq et al., 2022; Susilo et al., 2021). In a fishermen economy, commerce, and other society are used to promote community (Aquino, 2022; Eriksson et al., 2019). These two factors are not directly related in theory but may be linked in reality, such as changes in livelihoods requiring changes in personal identity (Aquino, 2022; Popov, 2023; Prieto, 2017). These variables can show a direct link at the empirical level by attempting to recruit an intermediate component reported to provide the form of a positive association between entrepreneurship and race in community-building efforts. In theory, the traditional rationale behind the study of race is the idea of Polanyi (2001) concerning “great transformation” from substantive anthropology. According to Polanyi (2001), a significant social revolution has occurred in society by aligning social institutions with the interests of a capitalist market economy. Therefore, minorities community engage in activities and shift their social value orientation to commercial value (Effendi, 2005).

### **3. Methodology**

#### **3.1. Site location**

The study was conducted in the fishing community of Ampiang Parak Village, Sutera District, Pesisir Selatan Regency, West Sumatra. Ampiang Parak Village is divided into seven sub-villages, namely Alai, Koto Tarok, Padang Laweh, Padang Tae, Pasar Ampiang Parak, and Ujung Air. The population of the town consisted of 12,050 farmers, fishermen, government employees, merchants, and workers, including 5602 females and 6648 males (Zamzami and Aliman, 2021). Turtle Island and its surrounding areas were only accessible by a 40-horsepower outboard boat, 1.5 h from Painan City. Furthermore, Painan City was about 1.5 h drive from Padang City, the capital of West Sumatra Province. The road was in good condition and offered spectacular panoramic views of the Turtle area, where ten different species of seaweed were found in the southern part of the island (Dermawan, 2010).

This study used qualitative methods with descriptive techniques (V. L. P. Clark and Creswell, 2008; Ten Have, 2013; Moleong, 2002; Neuman, 2006), which discussed phenomena within the study area. The technique was an illustrative approach to creating a database of food tourism websites and included desk study, field observations, focus group interviews, and professional judgment. The principles appropriate to the characteristics of convergent phenomena and existing problems should be considered to create strategies or solutions in approaching the aims, goals, and objectives of study activities (V. L. P. Clark and Creswell, 2008). This study was selected because the data were presented in tabular form and narrated through facts on the ground. Secondary data was used to analyze the feasibility of establishing local culinary farms, and the index value was used by agreement during focus group meetings. Practitioners, academics, Indigenous stakeholders, tourism agencies, and NGO representatives can benefit from focus group discussions. The study analysis was selected based on several criteria, namely 1) the relevance to the ecotourism development plan, 2) the potential low-impact area as a growing attraction, 3) the basic scope of tourist attractions including turtle hatcheries, diving and island beach vacation. Furthermore, the study was conducted between January 2022 and May 2022.

### 3.2. Structured interviews

About 50 people were randomly selected as a sample by directional sampling. Targeted sampling is a method that should be representative of the study data due to special considerations (Creswell, 2011). Meanwhile, data were collected through structured interviews using questionnaires from a sample of fishermen from Amping Parak Village, Pesisir Selatan Regency Sutera District. The study conducted in-depth interviews with key informants such as village chiefs, local advocacy and environment offices, and local community leaders. Documentation and library study was also part of the data collection process.

### 3.3. Data analysis

Data were analyzed using qualitative content and descriptive analyses (Ten Have, 2013). This analysis is used because the nature of data obtained in the form of interviews and official documents required methods of understanding and interpreting the data. Analytical reports were created by linking data collected by a taxonomy of existing theories to create a new narrative that did not align with the determination of ideas. For the study, 50 fishermen were interviewed and the effective recovery rate of the sample was 100%. This study used SPSS 16.0 software for data collection and statistical evaluation of sample data.

From the above, the respondents were 20–60 years old, married men with a high school education, and most of their customers were fishermen, as presented in **Table 1**.

**Table 1.** Data collection (Data Primary, 2022).

Data collection		Number of respondents	Percentage (%)
Gender	Man	40	80
	Woman	10	20
Age	Under the age of 30	10	20
	31–41	25	50
	41–50	10	20
	Over the age of 50	5	10
Marital status	Married	40	80
	Single	10	20
Education	SMP	25	50
	SMA	10	20
	Undergraduate	15	30

Approximately 60% of the fishermen commenced their businesses by establishing street stalls, which was a noteworthy observation (see in **Table 2**). Moreover, the minimum travel discount provided was 3%, and the street vendors included both locals and individuals from neighboring areas. The results indicated that the provision of social entrepreneurship training led to an improvement in the entrepreneurship perception of the community and understanding of environmental conservation, as presented in **Table 3**.



**Table 2.** The entrepreneurship of the fishermen (Data Primary, 2022).

Entrepreneurship industry	Number of entrepreneurs	Percentage (%)
Street vendors	45	60
Dry fish industry	10	13
Recreational activities	3	4
Culinary home	15	7
Tourist shop	2	3
Total	75	87

**Table 3.** Results of a descriptive test of business attitudes and community knowledge on environmental conditions in Ampiang Parak (Data Primary, 2022).

Variable	Implementation (before) in percentage (%)	Implementation (after) in percentage (%)	Outcomes/results in percentage (%)
Entrepreneurial attitudes	56.88	80.99	Increase 24.11
Environmental Awareness	50.01	76.55	Increase 26.54

According to **Table 3**, entrepreneurial attitudes and community awareness increased by 24.11% and 26.54% percentage points before and after the implementation of the social entrepreneurship training program. In addition, *t*-tests and *p*-test were used to evaluate the impact of social entrepreneurship training in Amping Parak Village, as shown in **Table 4**.

**Table 4.** T-test results of entrepreneurial attitude and environmental awareness (Data Primary, 2022).

Variable	Implementation (before)	Implementation (after)	Result (t-test)	Result (p-test)
Entrepreneurial attitudes	56.88	80.99	45.100	0.0001
Environmental awareness	50.01	76.55	48.056	0.0001

**Table 4** showed that entrepreneurial attitudes and community awareness of surrounding environmental issues increased by 21.61% and 22.47% before and after applying the social entrepreneurship training results ( $p < 0.05$ ). Therefore, collective social tourism-oriented social entrepreneurship can promote public awareness of environmental issues.

For West Sumatra, the regional development that still retains the ethnic dominant identity, the Minangkabau culture, still relied on economic measures rather than cultural scale. Since 2007, the province, through its 13 districts and 6 parishes, had driven the development of village districts and local people of Nagari. Provincial development mechanisms relied heavily on local revenue supply budgets and central government support, often referred to as top-down budgeting or decentralized funding.

In modern times, the development of villages and Nagari is dependent on the financial support of the federal government known as the village fund (Dana Desa). The government structure of the Nagari Corporation was based on improvements to existing common laws and institutions. Therefore, the concept of formally legal villages or Nagari developments was dependent on leveraging local culture and enhancing community engagement processes as part of a social movement to improve well-being rather than merely economic measures.

The development of the central government supported figures and attempted to formulate fiscal policy to provide strong economic capital at the village level. Meanwhile, the economic capital raised the question of meeting the material and social development needs of each village to promote common well-being. It was assumed that the village finances did not provide optimal levels of public welfare. In West Sumatra, villages used to receive an annual budget ranging between \$150,000, which was significantly low compared to the population of 70–100. For instance, only road infrastructure cost about \$10,000 per kilometer, and when finances were solely used, deterioration occurs, and most of the funds would be spent on road repairs. Furthermore, village finance served as the foundation for community building in West Sumatra to improve the welfare of the village community, including society, economy, culture, education, and communication. Therefore, it was necessary to build sustainable and thriving communities more rapidly. To achieve this, an invention was required to propel the city toward prosperity. However, it was proposed that the development and innovation of West Sumatra villages could be improved and sustained by leveraging community entrepreneurial capital and sociocultural assets in the region.

The province is relatively insufficient to cover the costs of regional development of villages depending on strategic natural resources such as oil, plantations, marine products, and forests. This is because the province had less than its neighbors such as Riau, South Sumatra, or North Sumatra, containing a wide variety of critical resources and plantation oil. In addition, West Sumatra's economic growth rate remained below 4% per year, meaning the strength of the public economy was quite low compared to large industrial economies. Apart from the two regency districts in West Sumatra, West Pasaman and West Dharmasraya, which have been developing for more than 15 years can influence the well-being of the community.

#### **4. Result and discussion**

Anthropology is used to evaluate many factors related to substantial community development practice, entrepreneurial cultures, and socio-cultural resources. The process of development aimed at enhancing social entrepreneurship has proven to be an influential form of industry incorporated into the range of rural areas, resulting in changing behavior and expanding modes of economic activity. This approach has enabled the spread of high capital (*padat modal*) to the district and rural level throughout East Java, thereby encouraging a significant development movement at the local level. Food and beverage, tobacco, textiles and clothing, metal and hardware, and wood and furniture are some of the emerging industries. The emergence of medium-sized and small-scale industries in poviat and rural regions is a consequence of the spatial effect, resulting in “urban villages” and shifting the willingness of young rural residents to work in the industrial sector. Even though the problem started in districts and villages, development budgets continue to rely on funds provided by the federal government. This means that the development of the industry has not reached the point where the community can build its region. In this context, socio-cultural values are perceived as a variable in the process of the dynamics of social changes in the development of the coast. Social networks, family ties, patron-client relationships, various types of interactions, as well as local professional and institutional relationships are examples of sociocultural resources.

Many studies have characterized entrepreneurship in different ways, despite its identical content. In the 17th and 18th centuries, the term “entrepreneur” was derived from the French word

entreprendre, which means to do something or conduct an undertaking. In general, the word refers to engaging in business without the expectation of profit or other rewards. Entrepreneurship is defined as a condition for commercial ventures associated with a problem in the urban industry. It is also seen as the discovery and development of new economic niches (Aquino, 2022). The main distinguishing feature of entrepreneurs, according to the definition of Schumpeter, is their innovativeness. Most studies have a red line to offer the understanding where an entrepreneur is defined as a capital owner, a market-oriented, high-profile individual who engages in activities and is used to a competitive business environment. Several theories of entrepreneurship that do not exclusively favor urban economic behavior as a general predisposition have been proposed. Based on ethnic entrepreneurs in rural China, these theories also support the idea that rural people can be successful. Specifically, individuals from rural areas who have established and currently manage private businesses, or have taken over state or private enterprises and can grow, are considered entrepreneurs. These individuals are often referred to as villagers who have exhibited remarkable entrepreneurial skills. Therefore, rural entrepreneurs are one of the few types with a demographic base, and the most distinguishing feature is collectivism in family-based economic operations.

Rural entrepreneurs derive their characteristics from the specific conditions provided by the peasant culture. Fishermen are essentially farmers relying heavily on natural resources in their home economy and supposedly non-commercial society. They are also included among small producers grouped in households and family industrial enterprises. Fishermen are guided by entrepreneurial behavior as a collective method of dealing with changing situations in agricultural growth as a result of their involvement in entrepreneurship. All of the following definitions of entrepreneurs are classified as typical business entrepreneurs as opposed to another concept. This is because this type of entrepreneur is a more sensible response to competitive constraints and aims to make money for individuals and organizations. Meanwhile, recent study has sought to reclaim entrepreneurship from such traditions by linking the concept to civic and community concerns.

For citizen entrepreneurs to recognize the new economic realities and be forced to act based on an optimistic vision of how their community can succeed in the 21st century. A new economy that is global, complex, and rapidly evolving can create unparalleled opportunities for individuals, and organizations. Furthermore, a cooperative entrepreneur is often a self-help economic person who assists members of the cooperative, and this type of business owner has at least four characteristics:

- a. taking risks to create new opportunities for the cooperative and its members to accumulate and secure assets,
- b. seeking access to social capital to support self-help initiatives and venture capital,
- c. provide wealth and access for members to goods and services through their resources,
- d. be cooperative.

The social context of entrepreneurship should be considered to appreciate evidence of coastal entrepreneurship. It is crucial to understand the entrepreneurial behavior of an individual or group of people in a particular community. Under this thesis, entrepreneurship can employ and produce social capital to employ and generate material. Emphasizing the context, social capital can be assessed on an equal footing with the commonly recognized material capital. Therefore, social capital is created and understood as a result of the context in which entrepreneurship takes place.



To cope with the changing peasant economy, it is necessary to emphasize rural enterprises and the importance of social institutions and cultural values. Rural enterprises have been subjected to a significant transformation, transitioning from a domestic economy to a small-scale industry. Furthermore, there is a shift from reliance on family to skilled labor and division mechanism. Given the paramount importance of the peasant economy in current rural development, individuals must acquire an in-depth understanding of the dynamics of small and medium-sized enterprises, rural markets, and the evolving economic behavior of families. This dynamic economy has moved fishermen from being dependent on agriculture and resource-exploiting companies to full-fledged commercial operations. Therefore, the current peasant economy is a variation of the trade-based businesses.

The rural-urban dichotomy paradigm is sociologically useless in the presence of global connectivity. This is because the community is physically separated from outer space and has greater commercial interests. Since no fisherman feels separated from larger communities, urban and rural boundaries are blurred by definition. A variety of physical resources are available to some extent, and rural areas also offer opportunities for an urban lifestyle. The underlying argument highlights the interdependence of rural growth and the influence of metropolitan and global economic, social, cultural, and technological forces. In addition, this arrangement forms socio-economic distinctions, such as working class, capital owners, traders, distributors, and suppliers. The social and economic complexity of rural industry pertains to the implications of modernization in rural areas. In Indonesia, the progress of modernization in rural areas that possess the land and agricultural resources is a pertinent issue. Effective rural development demands strategic collaborations with larger economic actors, predominantly based in urban areas. Therefore, it is imperative to acknowledge the crucial role of metropolitan economic actors in facilitating the growth of rural industries. Mobility is an essential aspect of connecting rural and urban economies, and the connection is inexorable.

The inclusion of rural companies in the market economy raises awareness of the importance of social processes in tracking the step-by-step changes among the rural population. Meanwhile, the inquiry arises regarding the social process of a remote community and its potential outcomes to examine when the inclusion process fosters integrative or contentious interactions. The focus is the tensions concerning interests, activities, or other relevant factors. In Ampiang Parak Village, rural entrepreneurship is characterized by a small and medium-sized enterprises as the totality of agency entrepreneurial activities. These activities implement various concepts such as ethnic norms or identities, economic calculation, or pragmatism to achieve capitalist goals, and the application leads to both favorable and unfavorable interactions. Meanwhile, fishermen have to cope with changing economic and agricultural conditions in their areas. External capitalist interference may force fishermen to obtain alternative solutions for their farming. In this sense, the possibility of conflict may arise between peasant acts, and the social structure may also be at risk.

By placing social structure in the context of fishery economic activity, fishermen are expected to maintain their social cohesion through community norms or collective forms of social organization while penetrating rational economic choice. Therefore, Fishermen society has conflicting economic and community concepts, by conflicting interests among rural communities can also be developed with moral economics. Meanwhile, social integration can be maintained provided rural entrepreneurs follow the philosophy of social entrepreneurship.

## **5. Conclusion**

In conclusion, rural development in Ampiang Parak requires the integration of government legislation, enterprise culture, and the use of socio-cultural resources. Important areas in which the changing conditions of rural life should be explored are entrepreneurship, the market economy, and culture describing the development of the settlement. In this way, rural regions are the site of social, economic, and developmental dynamics in which culture continues to play a fundamental role. Therefore, the rural area is no longer isolated due to the openness of the population to changing circumstances. Increasing the potential of small and medium-sized enterprises is conducive to entrepreneurship in rural areas. In this industry, participants engage in specific social and economic activities influenced by their local culture. However, this misleads people into thinking that the rural industry is similar to the West Sumatra industry. On the foundation of local culture, the industry is created, developed, and maintained. This means that social housing has become the main background for the long-term process of absorption of rural entrepreneurship by the market economy.

Even though rural businesses have absorbed competing economic interests in the development process, the status of ethnic identity remains uncertain. The vulnerability as an important pillar of rural entrepreneurship management, which is rooted in local culture, is debatable. Therefore, more study is needed to determine the effects of development on ethnicity and rural businesses. This means that ethnicity remains a social issue, especially in entrepreneurial activities.

## **Author contributions**

Conceptualization, LZ; methodology, LZ and NE; software, LZ; validation, LZ and NE; formal analysis, LZ; investigation, LZ; resources, LZ; data curation, LZ; writing—original draft preparation, LZ; writing—review and editing, LZ; visualization, LZ; supervision, NE; project administration, LZ; funding acquisition, LZ and NE. All authors have read and agreed to the published version of the manuscript.

## **Funding**

The authors are grateful to the LPPM, Universitas Andalas, Padang, Indonesia, for funding the study through grant T/8/UN.16.17/PP.Soshum-KRP2GB-Unand/2022.

## **Acknowledgments**

The authors are also thankful to the tourism industry stakeholders and all respondents for their time, skills, and energy.

## **Conflict of interest**

The authors declare no conflict of interest.

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