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Tidore Islands City Government Policy towards Capacity Development of Pottery Craftsmen Group in Maregam Village

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Abstract: Research on Tidore Islands City Government Policy on Capacity Development of Pottery Craftsmen Group in Maregam Village was carried out because the existence of the pottery craftsmen group still received less attention from the local government, namely the Executive (Office of Industry, Trade, Cooperatives, and UKM, Tidore Islands City) and also the Legislature (DPRD of Tidore Islands City) from the perspective of human resource training, technology utilization, capital, and marketing access and there is no legal law or regional regulation to hold from government policies in the industrial sector. The data analysis method used in this research is descriptive qualitative. Qualitative descriptive is a method used to explore findings in the field. The results showed that there had been various human resource training carried out, so the group of craftsmen pottery had already known enough about how to make ornamental pottery. The new ones were caused by the habit of the pottery craftsmen group traditionally producing pottery handicrafts. In terms of capital, there has been assistance from the City Government of Tidore Islands for groups of pottery craftsmen in Maregam Village by providing capital and goods loans, and access to marketing has not been maximized because marketing has only been limited only around the North Maluku area. The policy authority for pottery craftsmen in Mare Gam Village is still low.

Keywords: Policy, Executives, Legislatives, Craftsmen, Pottery.

蒂多尔岛市政府对Maregam村制陶工匠集团能力发展的政策

摘要: 蒂多尔群岛市政府对Maregam村的陶瓷工匠集团能力发展政策进行了研究, 因为该陶瓷工匠集团的存在仍然受到地方政府的较少关注, 即行政长官 (工业, 贸易, 合作社办公室和政府)。从人力资源培训, 技术利用, 资本和市场准入的角度来看, UKM, 蒂多尔群岛市以及立法机关 (蒂多尔群岛市的DPRD) 都没有法律法规或区域性法规可用于政府的工业政策中部门。本研究中使用的数据分析方法是描述性的定性。定性描述是一种用于探索该领域发现的方法。结果表明, 已经进行了各种人力资源培训, 因此, 手工艺陶器组对如何制作装饰性陶器已经足够了解。新的是由传统上生产陶器手工艺品的陶器手工业者的习惯引起的。在资本方面, 蒂多尔群岛市政府通过提供资本和商品贷款为玛格甘村的陶艺工匠团体提供了援助, 而且由于仅在北部马鲁古岛附近的营销受到限制, 所以没有最大程度地获得市场准入机会。区域。马雷甘村的陶艺手工业者的政策权限仍然很低。

关键词: 政策, 行政人员, 立法, 工匠, 陶器。

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1. Introduction

The development paradigm that is currently being campaigned is that the government only functions as a facilitator of the development process. In contrast, the ones who formulate, implement, evaluate, and enjoy the development process results are the people themselves. The fact revealed that the government of Tidore City Island is very inclusive, so creating a just and sustainable development through equitable development has not been properly done, therefore causes the development of the potential community to slow down in South Tidore District, Maregam village.

Maregam village is an area of an archipelago located in South Tidore District, The Island of Tidore City, consisting of 2 (two) *Rukun Warga* (RW) and 4 (four) *Rukun Tetangga* (RT). Generally, the community income is categorized as low income, where the majority of the people work as crafts makers from clay (pottery). The number of potters in Maregam village, South Tidore District are 4 (four) groups. These groups are spread or divided from Rukun Tetangga (RT): (1). RT 1 group name Mare Jaya 1 consisting of 10 people, (2). RT 2 group name Mare Jaya 2 consisting of 10 people, (3). RT 3 group name Mare Jaya 3 consisting of 10 people, and (4). RT 4 group name Mare Jaya 4 consisting of 10 people. These groups were established in 2018 by the Head of Maregam village.

Regarding these Mare pottery craftsmen, so far, there has been no decision from the Mayor or *Kepala Dinas Perindustrian Perdagangan* (Head of Industry Trade Service) of the City of Tidore Island. However, there is a reference from *Dinas Perindustrian Perdagangan* (Trade and Industry Service) of Tidore City towards the development of Mare pottery craftsmen through the national policy from the Ministry of Industry and Trade contained in the Regulation of the Minister of Industry of the Republic of Indonesia, Number: 78/M-IND/PER/9/2007 about Increasing the Effectiveness of Small and Medium Industry Development through *One Village One Product Approach (Ovop)*.

The absence of regional regulation or Mayor's Decree regulating small and medium enterprises as a direction of the local government policy for the city of Tidore island results in the difficulty of these small and medium enterprises of craftsmen potteries in growing and developing. Therefore, it is necessary to implement policies as stated by Usman [1], leading to activity, actions, and a planned and organized activity to achieve goals.

The problems faced by the group of pottery craftsmen in Mregam village are very complex, such as the lack of finances to develop the business, the lack of skilled workers who can identify the type of pottery in small size which is easier to carry. The work requires certain accuracy and skills, limited equipment to produce handicrafts. The marketing of handicrafts is limited only to demands or certain orders because they

cannot produce large quantities. Also, there is no place to showcase and accommodate typical handicrafts. The lack of government information and socialization about Maregam village's signature handicraft has existed for a long time. Moreover, the community is not trained in using technology, and the place can be categorized and quite isolated, viewed from the lack of facilities and transportation. This problem needs to be solved to overcome welfare issues in Maregam village by using its potential resources.

2. Literature Review

2.1. The Concept of Policy

The term policy is translated from English terms, usually associated with government decisions because the government is responsible for serving the community. In line with the meaning of policy in Bahasa or Indonesian language means government. This means that the difference in meaning between authority or power and policy does not matter, as long as the two terms are defined as general government decisions and its objectives are for the public interest.

Dunn [2] explained that public policy is a long series of interrelated choices (including decisions not to act) made by government bodies or officials. Winarno [3] suggested that policy should be viewed as a series of activities that deal with more or less with the consequences for those involved in the decision themselves. Winarno [3] explains that policy is a direction of action that contains purpose set by an actor or several actors in overcoming a policy concept problem, which has the following implications:

1. The point of attention in discussing policy is oriented towards goals and objectives, not something that happened incidentally. However, it has been planned by the actors involved in the political system.
2. A policy can not stand on its own. It is interrelated with the other policies in society.
3. Policies are what the government does and not what the government wants.
4. A policy can be positive or negative.
5. Policies must be based on the law to have the authority for the public to comply with.

Dwidjowijoto [4] described a simpler definition of policy as a decision made by the state, especially the government as a strategy to pursue the goals of the country concerned with public policy, is a strategy to lead people in the early days, entering society during the transition period, leading to the social situation they aspire to be. Nugroho [5] formulated a definition which states that public policy is everything that is done and not done by the government.

2.2. Government Management Concept

Government management is a major factor in public administration because it is an instrument to achieve predetermined goals with existing facilities and

infrastructure, including the organization and available sources of funds and resources [6]. Therefore, government management is an effort factor in an organization. These efforts are manifested in various government activities covering various aspects of state and community life. The most important government task is to provide public goods and provide services, such as education, social welfare, health, labor protection, agriculture, security, etc.

Edi Siswadi [6] explained that good governance management could be viewed from two sides: the process and the results. Government management as a process must prioritize a democratic process above all predetermined plans and goals. Meanwhile, as a result, government management will illustrate the effort of using limited resources efficiently by prioritizing good administration over existing processes.

2.3. Capacity Building Concept

Capacity development is closely related to the concept of empowerment because the main essence of capacity building is also for empowerment. Meanwhile, the concept of capacity building and empowerment is related to the concept of popular development as stated by Sugeng [7]:

Popular development can be understood as a development approach that involves community members who participate voluntarily, reflecting a value of mutual, egalitarian, and democratic solidarity as a cultural basis used to create mutual prosperity.

Sugeng [7] stated three elements that made up the capacity building, such as:

1. Human development, especially the province of basic health education, nutrition, and technical skill.
2. The restructuring of many public and private institutions to create a context in which skilled workers can function effectively.
3. Political leadership that understands that institutions are fragile entities, painstakingly built up, easily destroyed, and therefore requiring sustained *nurturing*.

According to Sugeng [7], capacity development is a development approach based on the strengths from the real bottom. These forces are natural resources, economic resources, and human resources to become a local capacity. Sugeng [7] added that local capacity is the capacity of local government, private institutional capacity, and community capacity, especially in improving the quality of human resources in facing the challenges of developing natural and local economic potentials. Local organizations have the freedom to determine their organizational needs and the needs of the community.

2.4. The Concept of Group

One of the efforts to generate local community initiative and participation can be made using the medium of the group. According to Riasih [8], the

group approach has more advantages, among others, that the adoption process can be accelerated because the interaction between group members can influence one another. The same thing was stated by Abu [9] that some human needs could only be met through groups, and there are human abilities that can only be developed through groups. Group empowerment can also be interpreted as an effort to build power by encouraging, motivating, raising awareness of its potential, striving to develop knowledge, and increase all community efforts to meet their needs to achieve prosperity in groups.

Therefore, grouping is considered the most effective form of empowerment. Riasih [8] stated that it is easier to change the behavior patterns of individuals who are bound in a group rather than individually. Thus, the use of groups is a better mechanism than other mechanisms. When being developed on behalf of and in cooperation with the group, the group has certain strengths that can be the main resources for the healing and development of its members. Riasih [8] further added that groups are several people who have the same norms, values, and expectations and interact consciously and regularly. From this understanding, the elements of the group consist of: (1) several people, (2) having the same norms, (3) interacting consciously and regularly.

3. Method

3.1. Location of the Research

Research locations chosen in this study are the government of Tidore City Island (Executive), Commission 2 DPRD Tidore City Island (Legislative), and 4 (four) Pottery Craftsmen Group in Maregam Village, South Tidore district, Tidore City Island. The research location is where research can capture the actual situation of the object to be studied.

3.2. Types of Research

This research implemented qualitative research type with descriptive research type. The reason is that the researcher wants to explore the symptoms directly in the field in a descriptive form. This method is used because it makes it easier for writers to find out and describe them according to the previously proposed problems [10].

3.3. Data Source

The data collected is selected, which can answer the formulation (focus) of the specified problems. In this study (qualitative research), data was collected through interviews from informants and documents in the City of Tidore Island (Executive), Commission 2 DPRD of the City of Tidore Island (Legislative), and 4(four) Pottery Craftsmen Group in Maregam Village, South Tidore District, Tidore Island City.

Table 1 List of research informants (Processed by the author, Muhammad Darsan Hi Adam)

Classification	Interviewees	Amount
Executives	1. Mayor/Vice Mayor	1
	2. Industry and Trade Service	3
Legislatives	Commission 2 DPRD Tidore City Island	2
Pottery Craftsmen Group	1. Group Leader and Group Administrator of Mare Jaya 1	2
	2. Group Leader and Group Administrator of Mare Jaya 2	2
	3. Group Leader and Group Administrator of Mare Jaya 3	2
	4. Group Leader and Group Administrator of Mare Jaya 5	2

Data source consists of:

- Primary Data* is obtained directly from the object in the study/respondent [11].
- Secondary Data* are documents or data found by researchers through documents in the Tidore Islands City Government (Executive), Commission 2 DPRD Tidore City Island (Legislative), and 4 (four) Pottery Craftsmen Group in Maregam Village, South Ternate District, Tidore Islands City and books related to this research problem, as well as field documentation. Secondary Data is data obtained from certain institutions [11].

3.4. The Technique of Data Collection

In order to obtain data as described in the problem, the author used data collection techniques in three ways:

- Observation, the researcher observes and records events that occur later discovered there are obstacles faced by the Tidore City Island Government (Executive) in terms of policy implementation, Commission 2 DPRD Tidore Islands City (Legislative) in carrying out supervisory functions and also budgeting in fulfilling the needs of the Pottery Craftsmen Group in Maregam Village.
- Interview: Researchers conducted in-depth interviews with informants who are considered representations of the research object, then researchers asked questions orally, collected data, met face to face with informants. With this method, the researcher plays an active role in the research process [10]. From the interview results, the researcher will get answers to the problems faced by the Pottery Craftsmen Group in Maregam Village.
- Data source, researchers can obtain data with questions from researchers both written and oral from the Tidore Islands City Government (Executive), Commission 2 of the Tidore Islands City Council (Legislative), and 4 (four) Pottery Craftsmen Groups in Maregam Village which are considered relevant from existing informants.

4. Results and Explanations

4.1. Policy

The policy is an important element in social life because this policy is very influential in people's lives. Policies in accordance with the needs of society will lead to prosperity. However, on the contrary, if this policy is not following the community's needs, it can cause disastrous results for its citizens. Looking into the strategic meaning of a policy on people's lives, the community must make these policies. Therefore it is necessary to have a regional regulation to become a legal basis. Mare's pottery business potential has been proven. It only needs the government's intervention to develop the craftsmen's ability to compete with other regional products. Thus, the community needs a program carried out by the regional department in the capacity building of pottery craftsmen in Maregam Village. Below is an excerpt from the interview with the head of the Department of Industry and Trade Office and UKM of Tidore City Island, Saiful Bahri Latif (27/07/2020)

"Yes, there is. Some programs lead to it. Among others, they are groups of SMEs or small and medium industries, including pottery craftsmen. We have brought them into an apprentice program. This year, they will be interning again in another area. In the past years, they have also had an apprenticeship, that apprenticeship was to improve their technical ability because the quality was still pretty low, so they could not compete because the pottery produced by the group of pottery craftsmen in Maregam Village was not the same as the pottery products in the Java area."

From the information above, it is clear that the authority to develop pottery potential is the authority of the local government of Tidore Islands City government. However, the program carried out by the Office of Industry and Trade and UKM of Tidore Islands City is only a facilitator of programs carried out by the Office of Industry and Trade and UKM of North Maluku Province.

Because the apprenticeship program that was carried out in previous years was a program from the Office of Industry and Trade and UKM of North Maluku Province, while the apprenticeship program of the Office of Industry and Trade and UKM of Tidore Islands City has not been realized because it is only in the planning stage. As the result of an interview with the Head of Industry, Ramli Sugianto (28/07/2020)

"The service carries out a program, God willing, in the second quarter of this year we will send group leaders to Jogja to take part in pottery finishing training and good burning processes so that the handicrafts of the pottery craftsmen group in Maregam Village can compete with pottery craftsmen in other areas."

This shows that the Department of Industry and Trade and UKM of the City of Tidore Islands is not entirely irresponsible of their authority to develop the

potential of their region because it can be seen by the arrangement of apprenticeship programs in other regions. However, the program they are planning cannot be implemented until the research process ends because it is still in the budget adjustment stage. Besides, according to an interview with the Chairman of Commission 2 DPRD City of Tidore Islands, Murad Polisiri (14/07/2020), there is a need for a legal basis for implementing industrial programs.

“If the regulations governing industry or related to small and medium enterprises, there is only a draft of the Bapeda that is going to be submitted for making regional regulations or PERDA of the City of Tidore Kepulauan.”

As explained by the Head of Commission 2 DPRD of the City of Tidore Islands that regional regulations relating to the industry are still in the draft regional regulations for the City of Tidore Islands regarding the implementation of industrial licensing and in order to realize effective, transparent, and accountable and results-oriented government management, the Dinas Industry, Trade, Cooperatives, and Small and Medium Enterprises, compile a series of performance indicators along with performance targets that will be realized. As stated in the SKPD Annual Performance Determination Document, these performance indicators and targets are a work contract signed by the Head of the Service with the Mayor and the Budget Implementation Document (DPA).

To avoid congestion in the small pottery industry in Mare Gam Village which could have a broad impact on the economic, social, and cultural life of the people of Mare Gam Village, the Perindakop office must immediately take anticipatory steps that can protect the small pottery craft industry in Maregam Village because, on a national scale, these small and medium enterprises have been proven over the years to play a major role in contributing to national production and in expanding job opportunities, contributing significantly to economic growth, as well as being strong in the face of an economic crisis. Small and medium industrial enterprises need always to be nurtured, empowered, and facilitated.

4.2. Capacity Building

4.2.1. HR Training

Education is a process of transforming values and culture from the present generation to the next, so the educational process is closely related to the cultural background in which the educational process takes place. Therefore, with education, it is hoped that it can improve the abilities, quality of life, and dignity of the Indonesian people and produce fully educated human beings in faith, character, knowledge, skills, personality, and a sense of responsibility. Entrepreneurship Development and Competitive Advantage Program, UMKM, and Koperasi focus on

the implementation of entrepreneurship training with performance indicators and benchmarks as follows:

Table 2 Implementation of entrepreneurship training (Performance Evaluation Report of Dinas Perindagkop and UKM of Tidore City Island)

Performance Indicators	Performance Target
<i>Input</i>	
Funds	Rp. 111,400,000
<i>Output</i>	
Implementation of entrepreneurship training for Micro and Small Enterprises	60 UMK
<i>Results</i>	75%
Increased entrepreneurial and managerial skills of micro and small businesses	

Training is a very important element to improve a skill and innovation for industrial groups. It turns out that this is realized by the government of North Maluku Province and the government of Tidore City Island. Dinas Perindagkop and UKM of Tidore city believe that it is necessary to provide training in cooperation with Dinas Perindagkop and UKM Province to conduct training to develop the existing potential in Mare Gam Village for the welfare of the community through their potential and creativity. As explained by the head of the Mare Jaya 4 group of pottery craftsmen, Hadija Alting (30/06/2020)

“Yes, I was sent to Jogja in 2003 to take part in training from the provincial industry office. However, some friends have participated in these activities twice, such as Ibu Siti in 1996 in Jayapura and 2003 in Kasongan Jogja, together with me. However, there has never been a similar activity held from the City of Tidore Islands.”

It turns out that the training that has been conducted for a group of pottery craftsmen in Maregam Village is training carried out by the North Maluku Provincial Industry Office, and the type of training carried out is the type of training on making decorative pottery. Several pieces of training were carried out, including training outside the region and training carried out directly in Maregam Village as the explanation put forward by the head of the Mare Jaya 2 Group, Sarah Usman (30/06/2020).

“There is training. The Provincial Industry Service holds all training. It has done much training. Meanwhile, from Tidore Archipelago City, these activities are usually combined with local activities, but they have never organized their activities.”

From the explanation above, it can be seen that there is a lack of attention or intervention carried out by the Tidore Islands City Industry, Trade, Cooperative, and SME Service to groups of craftsmen who are in its administrative area, namely in the South Tidore sub-district, Maregam Village which has the potential to be developed into original local income as well as improving the welfare of the local community, as stated

by the head of the Mare Jaya Group 1 of craftsmen, Irma Salama (30/06/2020).

“The city of Tidore Kepulauan here only conducted training once in 2013, and this activity was their joint activity with activities carried out by the province. Training on making flower vases, ashtrays, and various kinds of decorative pottery. In training, we did not make traditional models. The group training was carried out at the village office. The results were displayed at the village office, sold, and given to the craftsmen group.”

Based on the explanation above, it is reflected that the Tidore Islands City Industry and Trade Cooperative Office only accompanies the activities or training carried out by the North Maluku Provincial Industry and Trade and UKM Office. Further, with the various training being carried out, the gerebah craftsmen in Maregam Village already know a little about making decorative pottery or decorative ceramics. However, on the other hand, some do not know how to make decorative pottery, as explained by one of the pottery craftsmen, Hi Aini Hi Abas (01/07/2020).

“Only certain people are involved in the activity, only participants who know all the crafting patterns, only those who know at least forty variations that can be dispatched to the Java area. They have participated in training there several times and came back here to make decorative pottery.”

The agency's training process is only oriented towards groups whose members are still relatively young. At the same time, elderly craftsmen are not included in the group, so elderly craftsmen have not participated in decorative pottery craft training, craftsmen who are already the elderly only make traditional pottery handicrafts inherited from their ancestors.

4.2.2. Utilization of Technology

Technology is a term that refers to machines and equipment as means of production, telecommunications, and inventions. Technology is also defined as a method, process, or handling of technical problems in practical or industrial arts and applied science. The facilitation carried out by the Regional Government through the Tidore Islands City Industry Service shows that the results have not been optimal. This can be seen from the changes that have occurred in the craftsmen community. However, there has been an increase in the production process from traditional technology to new technology, but the community's welfare is not achieved from running the pottery business.

This indicates that the concern of the policy authority holders for the Mare Gam village pottery craftsmen is still low so that the impact on the production process carried out by the craftsmen looks not optimal and runs independently, is not well coordinated in a forum or organization, the craftsmen

who tend to be less concerned with the importance of information, less intensive promotion, is losing competition with similar products from other regions, a partnership system that is difficult to build, a weak marketing system, and difficulty in accessing business capital. The following is an excerpt from the interview from the Secretary of the Office of Industry and Trade and Small and Medium Enterprises City of Tidore Islands, Samy Tuanaya (29/07/2020)

“There has been given machine as a support, some machines that use rotary engine dynamo and some are manual rotary engine, then there is a clay grinding machine and a compressor for finishing it. If the clay mill is about four units, once assisted by an oven, but it is not suitable for water products, it cannot be used. Then the manual rotary table has about 20 tables. Some use dynamos. However, they still do not understand how to use them. Until now, the government has not dared to provide intervention in the form of combustion with a gas system. Why? Because the craftsmen do not understand how to use these tools. So this year, we are trying to make an oven from clay and burning it using firewood for maximum results.”

In the process of developing technology, it turns out that many craftsmen cannot use these tools because these tools are new things they get, plus the implementation of technology development assistance is only limited to assistance without any assistance process so that the pottery craftsmen groups do not know how to do it, use it, as explained by the chairman of the Mare Jaya 3 Group, Saturday Hi Abas (01/07/2020)

“We are given assistance from the province, but we cannot use it because the system is like in the Java area. In Java, we use the electric system, while here, we use the combustion system. In the combustion process, it must be maintained until the pottery is cooked and cannot be tolerated, and all technology development assistance from the province such as dynamo turntable, manual rotary table, clay oven, and clay mill.”

From the explanation above, it is clear that in the Tidore Islands City, the Office of Industry and Trade and Small and Medium Enterprises (UKM) has not touched the stage of technology development in the Maregam Village craftsmen group yet, even though this is one of the duties of the local government to develop the potential that exists in the area. This was further confirmed by the Head of the Office of Industry and Trade and Small and Medium Enterprises City of Tidore Islands, Saiful Bahri Latif (27/07/2020)

“Regarding assistance from the provincial government, I do not understand the mechanism. It is just information, but technically we do not know, because the prototaid is not an oven but in the form of a house built there.”

Besides, another behavioral factor is difficult to change because it is easier for the craftsmen to make traditional pottery inherited by their ancestors rather than decorative pottery. Besides, the Mare Gam village craftsmen group feels that the traditional products they produce are more in demand in the market than the ornamental pottery products they produce. The ornamental pottery products they produce are only made according to requests or orders from consumers.

4.2.3. Capital

Capital is the most important factor that must be considered because one of the factors that determine the progress of a business sector is to have business capital. The capital used in the pottery industry in Mare Gam Village can be categorized into two groups, namely fixed capital and current capital. Fixed capital can be used for more than one production period, for example, production tools such as molen machines, furnaces, pottery kilns, etc. Meanwhile, current capital is in the form of money and goods produced, namely pottery. The capital owned by the pottery craftsmen in Mare Gam Village varies, depending on the size of the business being run, the more capital the pottery craftsman has, the greater the opportunity to produce pottery to fulfill orders (most of the pottery production is based on orders) which means the opportunity in developing a business is also bigger.

Capital can determine whether an industrial activity can run well or not because capital must remain in every business to carry out its functions. The existing capital will greatly affect the income earned by the Mare Gam village pottery craftsmen. Besides, the industry's progress is strongly influenced by the capital owned. The difficulty of capital and marketing has made the pottery industry in Mare Gam Village hardly developed. The following is an excerpt from an interview with the Secretary of the Office of Industry and Trade and Small and Medium Enterprises City of Tidore Islands, Samy Tuanaya (29/07/2020)

"If the quality is good and people are interested, then we just need to help fund it, whether through government or small business loans. Now, we cannot provide funds because the demand for handicrafts still tends to be minimal. So assistance in the form of money can not be given yet, because Tidore is a new city. After the division into Tidore Islands City in 2003, we have not helped them because the province has also assisted."

Support system development programs for micro, small and medium enterprises can only be felt by some industrial businesses in Tidore Islands City. This can be seen from the pottery industry in Maregam Village that has not been touched through this program. As an excerpt from an interview with the chairman of the Mare Jaya 1 Group, Irma Salama (30/06/2020)

"Regarding funding, it was once given from the Provincial Government to a group of craftsmen,

namely in the form of venture capital. A capital of 10 million was provided on a rotating basis. Assistance was given in 2011. The money will not be lost. The money will stay that way for all groups in Maregam Village. Meanwhile, here four groups are entitled to receive the money. Later, the group functions when there is a meeting, training, then called all together, but after that, it is distributed to individuals."

Based on the explanation above, capital can be used to support a business. In the pottery industry in Mare Gam village, capital in the form of money will be used to buy raw materials and production costs, while capital in the form of goods or fixed capital such as clay grinding machine, rotary table, compressor and other equipment used for the finishing process of handicraft products.

4.2.4. Marketing Access

The purpose of establishing an industry is to produce a product in the form of goods or services to be sold to the public or consumers, as in the pottery industry in Maregam village, ready to be sold to the public or consumers. Therefore, good marketing is needed to facilitate and ease the distribution of manufactured goods from producers to consumers. The smooth running of the market is influenced by the number of sellers and buyers or consumers. The marketing of products carried out by traditional pottery craftsmen, in general, is still done by manually selling the products in traditional markets or through orders from people around them for office needs, traditional ceremonial use, and certain types of goods, according to the wishes of the customer. The following is an interview quote from a pottery seller at Soasio traditional market, Muhammad (01/07/2020)

"I have been selling for five years. Besides selling earthenware crafts, I also sell clothes. I took it from collectors because the place of manufacture was quite far. Sales profit is uncertain, some days, I am not lucky, and sometimes demands are high. I have sold up to 450 thousand rupiahs one day, and I see this as a business prospect for traditional goods that many consumers are looking for."

The explanation above shows that the pottery sellers felt that it is beneficial to sell traditional pottery handicrafts because there are many enthusiast buyers. Although they are also buying from collectors who have taken a little profit from every item they sell to sellers in the market, there are also pottery craftsmen in Maregam Village who, after finishing production, immediately sells their pottery products at the traditional market of Tidore Islands City, as explained by one of the craftsmen and pottery seller Hi Aini Hi Abas (01/07/2020)

"I sell my handicrafts at the market. On Fridays and Tuesdays, I went to the market to sell. I sell it in the market. Men will usually sell their wares everywhere on the street. In Galela, Tobelo, Weda,

Patani, they trade in all villages, but I only sell at the Soasio market."

The sales process done by the craftsmen themselves is very profitable because they put a similar price with the sellers who take it from the collectors. However, the craftsmen who sell their handicrafts directly cannot sell them on the market all the time because they have to make their handicrafts to meet the demands of the collectors and meet their own needs. The same explanation was put forward by a pottery seller at the Soasio traditional market from Maregam Village, Hamsa Sadek (01/07/2020)

"I sell my pottery handicrafts, and I come from Maregam Village. I have only been selling for more than one year, I bought it from a pottery craftsman in Mare, and some of it was made by my wife. We only make a few decorative potteries, but we provide many traditional styles. The prices vary from 25 thousand, 50 thousand, 60 thousand, and 80 thousand, depending on the model and size. Our income depends on our fortune, so it is uncertain, the minimum income is 200 thousand, and the maximum can reach 500 thousand. Meanwhile, the government has not given us any business startup funding. We are using our own money."

Maregam Village pottery industry needs to be developed because this industry is the key that can lead people to a better life. Also, the pottery industry is a motor of economic growth for the community. The way of marketing the products done by the pottery craftsmen of Mare Gam Village is to market them to the traditional markets of Tidore City and Ternate City or through orders by collectors from Mare Gam Village and from outside the region. Several groups of sellers from Maregam Village sell mobile pottery using ketintin boats along the villages in North Maluku province to Maluku and Papua Provinces. This step is taken because marketing is the final process of industrial activity to distribute goods or services produced to society or consumers to make a living.

5. Conclusion

The small industry is one of the informal sectors that is very important in supporting the community's economy because it is a form of business that can be done individually or in groups. The pottery industry in Maregam Village, Tidore Selatan District, Tidore Islands City is a form of small industry, in which there are characteristics of small industries, namely the type of human resource training, technology development, capital, marketing access that leads to independence, including the opening of access, quality products, increased income, and business continuity on a small scale. They are usually carried out by families themselves or groups and are hereditary.

6. Suggestion

It is worth recommending that the Regional Government of the City of Tidore Islands considers alternative strategic plans to be used as material and consideration for in-depth study by the Regional Government of Tidore Islands City in making policies aimed at craftsmen. The way to implement alternative policy concepts recommended in this study is to collaborate between the city government, financial institutions, and the craftsmen community.

The results of the evaluation of the training and mentoring program will later become material for study by the stakeholders involved in the implementation of the program to fix the existing weaknesses so that in the end, the pottery craftsmen community in Maregam Village can develop their business capacity and be able to develop institutions by forming an organization that accommodates the business activities of the craftsmen so that between craftsmen can establish good and coordinated cooperation.

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