

# The Effect of Media Literacy and Practical Experience on the Competence of Freshwater Fish Cultivation

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**Abstract:** Competence shows skills or knowledge characterized by professionalism in certain fields as very important fields, as superior in that field. Student satisfaction is influenced by their competencies. The higher the competence of the educators, the higher the student satisfaction in accounting. Media literacy as a determining tool in which we actively empower ourselves to interpret the messages we receive and how to anticipate them. The concept of media literacy is the ability to access, analyze, evaluate and communicate messages in various forms. Experience is the basis of learning for every adult, where adults have experienced many life-changing processes. The concept of experiential learning theory is seen as a unit produced by four essential elements of human action, namely feeling, thinking, watching, and doing. Based on the competency theory, empirical considerations in the condition of carp cultivation in Sukomaju Village “Kampung Gurami”, Srono District, Banyuwangi Regency, Indonesia have increased. On the basis of logical considerations and theoretical considerations and the results of previous research, the researchers examined the influence of media literacy and practical experience in fish farming competence in Gurami Village, Srono District, Banyuwangi Regency, Indonesia.

**Keywords:** process, competency of fish farming, media literacy, experience

## 1. INTRODUCTION

Creating human resources that are competent to develop globalization era is very important to improve. Competence is a knowledge that is owned by a person to improve the quality of himself and become empowered. The broader knowledge and experience in a person, will increase the competence that it possesses. To increase competence to be more empowered can be done in various ways such as, read useful information, trainings, participate directly in each activity and so on. One of the programs that are currently being conducted by the Government is the increase in the fishery in the fisheries sector, both consumption fish and ornamental fish, which are freshwater, salty, and brackish.

Through the Ministry of Maritime and Fisheries period (2014-2019), the mother of Susi Pudji Astuti, the government was a form of support to promote the world of fisheries in Indonesia. Whereas the hope of Indonesian fishing world will be able to compete in international competition, with this increase is expected to bring up the manpower absorbed in it, and improve the economic level of Indonesian society. The Ministry of Marine Affairs and Fisheries (CTF) ensured that the priority program in 2019 was directly geared towards improving the economic structure of the fish farmers ‘community and encouraging the national economy. In (2014-2018) The success

indicator of the achievement of the exchange rate of fish cultivation (NTPI) is growing on average of 0.38 percent per year. In 2017 NTPI was recorded at 99.08. The year 2018 NTPI was recorded at 100.8, which means an increase of 1.74 percent.

Indicates an increase in purchasing power, and shows the increase in fisheries cultivation sector in Indonesia. Some types of consumption fish are often in bauble in Indonesia namely, Gurami, catfish, Patin, Nila, Mujair, Cork and others. One of the fish that many people are interested in is freshwater fish. This type of freshwater fish has a large demand and also has a high selling value than other types of freshwater and is suitable for consumption all circles. The competence of fish farming in this matter that focuses on the discussion of carp, is a very important thing.

Where in terms of processing fish production freshwater fish besides sold in a fresh state, can be developed into a processed-processed creation such as carp chips. Even the bones of carp that are sometimes ignored can be used as processed chips. In Banyuwangi, freshwater fish cultivator centers, be it nurseries, nurseries, or enlargements, namely, Glagah, Srono, Gambiran, and Cluring. One of the villages in Srono District, Banyuwangi Regency is currently in the spotlight in freshwater fish cultivation, namely Suko Maju Village or also known as Kampung Guerame since it was inaugurated by the local

district government. In April 2018, a cultural festival was held in the village of Gurami as a manifestation of the enthusiasm of the residents to make the area a tourist attraction for the village of Gurami, which has now become a Guerame Village. However, in this case the focus of the discussion is not only the types of gourami, but also the types of freshwater fish for consumption.

Where the area is divided into residential areas and partly is land yards, rice fields, ponds and public facilities. The geographic location of each village in Srono District is very supportive for the maintenance of various types of fresh fish. The location of the village close to Srono Sugai makes the water in Srono District clean, clear, and supports high enough oxygen, making it suitable for use in freshwater fish maintenance. It should be noted that there are several types of freshwater fish that require good care and water temperature, where not all types of freshwater fish can live in water content that is too alkaline or acidic, the pH of the water must be neutral so that oxygen in the water is stable. So that the growth of freshwater fish can be maximized. Srono District itself, each village has a freshwater fish cultivation center that needs to be developed and improved.

One of the villages in Srono District, namely Sukomaju Village, has experienced abundant results in cultivating freshwater fish. Where the village of Sukomaju had cultivated Gurami in the 90s, but went bankrupt in 2004 because they were tempted by the benefits of planting chilies, and failed on the management side. Until 2014, it was reactivated by several communities, and in 2016 two groups of Gurami farmers emerged, to revive Gurami cultivation. In 2017, an innovative idea emerged to revive the tourism village, starting with the business of gourami chips (with the brand, Guerame), in 2018 it began with the Kampung Gurami Launching Festival event, in 2019 there were trainings from the fisheries office and other institutions on the development of Gurami. Each village in Srono District has a Fish Cultivator Group (POKDAKAN), which aims to increase the productivity of freshwater fish farming.

The competence of freshwater fish farming in this case is an indispensable factor to improve the quality of freshwater fish production. Competence is indispensable in every human resource process, employee selection, performance management, planning and so on. Competence is an ability to carry out or perform a job task which is based on skills and knowledge and is supported by the work attitude required by the job. Thus, competence shows skills or knowledge characterized by professionalism in certain fields as the most important fields, as superior in that field [1]. Where student satisfaction is influenced by the competencies possessed by educators. The higher the competence possessed by the teaching staff will also increase student satisfaction in learning accounting. Supported again by the journal (Hasdin Nasri et al., 2018) "the influence of competence, leadership style, and training on the performance of the

state civil apparatus", the more competent the performance is, the better the performance of the state civil apparatus in carrying out their duties.

In terms of increasing the competence of freshwater fish farming in Srono District in the current era of technology, it is not difficult. Media literacy is very easy to use and provides many social media options that can be used for learning activities. Social media is becoming an increasingly globalized and entrenched phenomenon. Its existence is increasingly inseparable from the way of communicating between people. As a form of virtual communication application, social media is the result of advances in Information and Communication Technology (ICT). Quoted from Wikipedia, social media is defined as an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Ardianto revealed that online social media, also called online social networks, is not online mass media because social media has social power that greatly influences public opinion that develops in society (in the journal Erika Dwi Setia Watie). Social media can influence people's views when reading or seeing an event that is spread through social media, where the spread is wide and fast.

In the dissemination of information on social media the impact that occurs on the recipient or reader information from social media, there are positive and negative. The positive impact makes it easy to find and connect with the crowd through social media, while the negative impact will be a social problem, and cause views that can be detrimental. Like the spread of hoax news that could harm certain individuals or groups. Hoax is information that is engineered to cover its information. The purpose of the hoax makers and Spreaders is to lead the opinion of the community and then form a misperception of the information that is in its own (the journal Henri Septanto). From the notion that the distribution of hoaxes is aimed at complaining of communities or changing the information for the sake of makers whose purpose is to change the stigma of society to negative about the information.

From MASTEL (Indonesian Telematics Society) survey conducted in 2017 and 2019, the hoax outbreak became a national problem, among others, divisions, political instability and security disorders that impede development [6]. The impact is also like the occurrence of negative views on others, clashes between people and the immorality of moral values. From the survey Mastel many news spread hoax through social media as much as 87.50%, and chat application as much as 67% (survey year 2019) [7]. When receiving and forwarding the less-accurate news also varies, some examine the truth, immediately delete, silence, and some are directly continuing. The reason for passing the news is still doubtful the truth is also varied, as much as 43.50% because it receives from people who can be trusted, 29.30% perceived as beneficial, 18.90% true and 3.70% want to be the first in

spreading (survey year 2019). From this, the attitude and confidence of the hoax news, which raises the curiosity of researchers to conduct research related to the spread of hoax news on social media.

The results of APJII (2018) survey as many as 171.17 million Indonesian people are already using the Internet. Where of 93.9% using a smartphone/HP every day using the Internet, laptop 17.2%, computer usage 9.6% [8]. It can be concluded that the Indonesian people use the Internet to make media bloat every day, whether for business activities, looking for learning resources, adding insight and also just to connect with other individuals through the Internet. From this, media can be used as experiences that are able to make knowledge more broadly. Sorting out the news or information that is positive and negative also becomes a must-think, because not all information is spread in accordance with the facts. So, the wider community must be able to choose good information for him to not be wrong in assessing and learning. It can also be an experience to better see and read every information.

Experience In addition to the journal (Dalhari, 2016) shows that there is a positive influence over the industry's work-practice experience of entrepreneurial interest [10]. From that it can be said that, experience is the reality of life. Experience is a record of meaningful dynamic facts for the person who owns it. Rich experiences can encourage and facilitate a person to do reflections. Furthermore, a reconstructed experience can build strong concepts, procedures, and principles that can impact one's continued development of cognitive, affective, and psychomotor skills. It is therefore natural that the experience is categorized as a knowledge worth learning [2]. It is explained again that work experience and training have significant effect on employees 'performance by 63% (Wungow and Adolfina, 2018), indicating that the experiences of training gained will further improve performance Someone in doing his job [11].

## 2. METHOD

This research was conducted to determine the influence of media literacy and experience of the practice of fish farming competence in Gurami village Srono subdistrict. So, this research wants to know the causal relationship between existing variables will be evidenced through hypothesis testing. This research is used to determine the influence of media Literacy (X1) and experience of Practice (X2) on the competence (Y) of freshwater fish in Srono subdistrict. Researchers are also finding out which variables are dominant in terms of influencing the competency of carp farming. The idea of this research draft is like the image.

The research site was held in Kampung Gurami Srono subdistrict. The study was conducted in January 2020. The population according to Sugiyono (2014), is an area of generalization consisting of: objects/subjects that

have certain qualities and characteristics established by researchers to be studied and then withdrawn in conclusion. The population of this research is the whole of the object to be researched, the population of this study is the entire object to be studied, while the population in this study were 305 fish pond owners (RTP) in Srono District. Used Slovin Formula got 75 Sample.

Scale is a combination based on the intensity structure of the question. In this study the measuring scale that researchers used was the Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena [5]. So, by using the Likert scale, the variables to be measured are defined as variable indicators. Then the indicator is used as a benchmark point for arranging instrument items that can be a statement or a question data processed with SPSS [9].

## 3. RESULTS

One of the efforts to develop fisheries business in anticipation of the decline of the catch from the public water is to develop sustainable fisheries cultivation business. This business is expected to be more participating in providing protein and high nutritional value, increasing job opportunities and encouraging the welfare of the community as well as the revenue of the State through the export of fishery commodities. The development of carp farming business is one of the objectives, especially in the field of freshwater cultivation development. In this case the cultivation of carp in the school of foreign education is part of the development and empowerment of the community. Community Empowerment

Program is a program that used to be known as community development or village community Development (Moedzakir, 2010). The Program currently refers to the new term, the community empowerment. Secaara conceptual, the program is in line with the type of developmental program initiated by Boyle (Moedzakir, 2010). The goal is the community and the core of its activities is to help to solve the problems they face together. The way to do this is to develop the potential, capacity, or ability of the community in question, whether its individual capacity, group, or weaknesses, while the output target is the increasing ability of the community in Managing and addressing something.

Community Empowerment is essentially an effort to develop human potential in the context of its life as a community. From an educational standpoint, the development of human potential means cognitive development, psychomotor, and affective. The development of community growth is not only related to the psychological aspect, but also aspects such as sociological, cultural, economic, natural environment, and even political.

## 4. DISCUSSION

Based on the theory of competency, empirical considerations in the state of carp cultivation in Sukomaju village “Kampung Gurami” district Srono Banyuwangi District that is experiencing an increase. On the basis of logical considerations and the theoretical considerations of previous research results, researchers are interested to review the influence of media literacy and the experience of practice of fish farming competence in Srono subdistrict Banyuwangi Regency. The definition of operational is a researcher’s point of view in its research. In this study, the operational definitions are as follows:

### a. Competence of Freshwater Fish Farming

According to Wibowo (2012) that competence is an ability to carry out or perform a job or a task based on skills and knowledge and supported by the work attitude demanded by the work. So that competence has the meaning of knowledge, skills and work attitude gained from one’s training and experience. Zwell (Wibowo, 2012) explains that there are several factors that can influence one’s competence skills, among others beliefs and values, skills, personality characteristics, motivation, emotional issues, ability intellectual, and organizational culture.

### b. Media Literacy

Potter [3] defines media literacy as a defining device where we are actively empowering ourselves to interpret the messages we receive and how to anticipate them. The concept of media literacy according to the Center for Media Literacy is the ability to access, analyze, evaluate and communicate the message in various form [4].

### c. Practice Experience

Experience as a basis for every adult learning, where adults have undergone a lot of life change process. The concept of Experiential learning theory initiated by Kolb (Moedzakir, 2010) experience itself is seen as a unity produced by four essential elements of human action, namely feeling, thinking, watching, and Doing. Of the four elements of the sleep gives birth to a series of Experiential learning principles that consist of the three phases, among others, as follows:

- 1) Stage of real experience (concrete experience), an experience that has been experienced before, which encourages itself to continue to grow.
- 2) The stage of reflection observation (reflective observation), reflecting on the experiences that have been passed to serve as a learning process.
- 3) The abstract experience, forming an abstract concept of experience gained and integrating with previous experience.
- 4) Stage implementation (active experience), trying to plan to apply the experiences that have been passed, to form the new experience obtained next.

## 5. CONCLUSION

Creating human resources that are competent to develop globalization era is very important to improve. Competence is a knowledge that is owned by a person to improve the quality of himself and become empowered. The broader knowledge and experience in a person, will increase the competence that it possesses. To increase competence to be more empowered can be done in various ways such as, read useful information, trainings, participate directly in each activity and so on. One of the programs that are currently being conducted by the

Government is the increase in the fishery in the fisheries sector, both consumption fish and ornamental fish, which are freshwater, salty, and brackish. Through the Ministry of Maritime and Fisheries period (2014-2019), the mother of Susi Pudji Astuti, the government was a form of support to promote the world of fisheries in Indonesia. Indicates an increase in purchasing power, and shows the increase in fisheries cultivation sector in Indonesia. Some types of consumption fish are often in buable in Indonesia namely, Gurami, catfish, Patin, Nila, Mujair, Cork and others.

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