

THE RELATION BETWEEN FISHERIES COUNSELING CAPACITY AND FISHERMAN SATISFACTION IN COUNSELING ACTIVITIES IN BATANG GASAN, PADANG PARIAMAN REGENCY, WEST SUMATERA PROVINCE

HUBUNGAN KAPASITAS PENYULUH PERIKANAN DENGAN KEPUASAN NELAYAN DALAM KEGIATAN PENYULUHAN DI BATANG GASAN, KABUPATEN PADANG PARIAMAN, PROVINSI SUMATERA BARAT

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ABSTRACT

Batang Gasan District, Padang Pariaman Regency, West Sumatra Province has a fisheries product processing segment, both in terms of human resources (interest and experience) and natural resources (fisheries production). The purpose of this study was to determine the capacity for counseling for fisheries workers, fishermen's satisfaction, and the relationship between the capacity of fisheries counseling workers and fishermen satisfaction in counseling related activities. Respondents in this study were fishermen who participated in counseling activities, as many as 68 people were used as samples using *accidental sampling*. The data analysis technique uses the Spearman Rank correlation method (Rs). In which, the results of this study are the capacity of counseling workers as facilitators is considered good, the capacity of counseling workers as motivators and educators is considered not good and the capacity of counseling workers as communicators is considered quite good, fishermen's satisfaction with planning is considered as quite satisfied, fishermen's satisfaction with implementation and evaluation is considered as not satisfied, and the capacity of counseling workers as facilitators, motivators, educators and communicators is significantly related to fishermen's satisfaction. It is expected that the capacity of counseling workers as motivators and educators is further enhanced in counseling activities so that fishermen feel satisfaction and can make fishermen's behavior change.

Keywords: evaluation, counseling capacity, fishermen satisfaction, fisheries counseling, planning.

ABSTRAK

Kecamatan Batang Gasan, Kabupaten Padang Pariaman, Provinsi Sumatera Barat mempunyai segmen pengolahan hasil perikanan, baik sumber daya manusia (minat dan pengalaman) maupun sumber daya alam (produksi perikanan tangkap). Tujuan penelitian ini adalah untuk mengetahui kapasitas penyuluh perikanan, kepuasan nelayan, dan hubungan kapasitas penyuluh perikanan dengan kepuasan nelayan dalam kegiatan penyuluhan. Responden dalam penelitian ini adalah nelayan yang mengikuti kegiatan penyuluhan sebanyak 68 orang yang diambil secara *accidental sampling*. Teknik analisis data menggunakan metode korelasi Rank spearman (Rs). Adapun hasil penelitian ini adalah kapasitas penyuluh sebagai fasilitator sudah baik, kapasitas penyuluh sebagai motivator dan edukator tidak baik dan kapasitas penyuluh sebagai komunikator cukup baik, kepuasan nelayan terhadap perencanaan cukup puas, kepuasan nelayan terhadap pelaksanaan dan evaluasi tidak puas, kapasitas penyuluh sebagai fasilitator, motivator, edukator dan komunikator berhubungan signifikan terhadap kepuasan nelayan. Diharapkan dalam kegiatan penyuluhan kapasitas penyuluh sebagai motivator dan pendidik lebih ditingkatkan lagi sehingga nelayan merasakan kepuasan dan dapat membuat perubahan perilaku nelayan.

Kata kunci: evaluasi, kapasitas penyuluhan, kepuasan nelayan, penyuluhan perikanan, perencanaan.

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INTRODUCTION

The fisheries sector in Indonesia is the most important sector in fisheries development. To support this, guided counseling activities that is aimed towards the fishermen are needed. However, counseling activities does not stop at disseminating information and providing information, this in turn will require a greater role or ability of the counseling agents in developing the fisheries sector. According to Law of the Republic of Indonesia Number 16 (2006) counseling is a learning process for main actors and business actors so that they are willing and able to help and organize themselves in accessing market information, technology, capital and other resources as an effort to increase productivity and business efficiency. Income and welfare as well as increasing awareness also plays a key role in preserving environmental functions. According to Safrida *et al.* (2015) counseling is an active process that requires interaction between the instructor and those being counseled in order to develop a process of behavioral change. Counseling can be interpreted as a process of changing behavior (knowledge, attitudes and skills) among the community so that they know, are willing and able to implement changes in order to achieve increased production, income or profits and improve the welfare of the family or community which is to be achieved through agricultural development (Daulay *et al.*, 2019). According to Hanan *et al.* (2012) fisheries counseling is considered as a form of non-formal education aimed at the community, especially fishermen, fish cultivators and processors and their families with the goal to increase their knowledge, skills, attitudes and motivation in the field of fisheries.

Profesional and effective counseling can be achieved provided that counseling workers have a high degree of competence and capacity so that fishermen are satisfied with counseling services. Capacity is the ability of an organization or company to create value where the ability is obtained from various types of resources owned by the organization or company Muamar (2010). According to Fatchiya (2010) the capacity of counseling workers is the ability of counseling workers to carry out their duties and functions effectively, efficiently, and sustainably. The capacity of counseling workers is related to the performance set, and the accuracy of counseling workers in carrying out their duties and functions. Assessment of the capacity of counseling workers can be seen from the role of counseling workers as facilitators, educators, motivators, and communicators.

In fisheries counseling activities, the satisfaction of fishermen in the fostered area is needed to determine the capacity of the counseling agent and what relationships exist between the capacity of the counseling agent with the satisfaction of these fishermen. If the counseling program is carried out correctly, continuously, and consistently, the level of fishermen satisfaction will also be high which has an impact on the quality of life of the fishermen. Fishermen satisfaction is a fisherman's response or impression related to the fulfillment of a need, including the fulfillment of needs below expectations or the fulfillment of needs exceeding fishermen's expectations in counseling activities Limbong (2019). According to Nurmayasari *et al.* (2020) fishermen's satisfaction with fisheries counseling activities can be interpreted as the satisfaction of fishermen as clients, assuming that counseling activities are services provided by an organization, namely satisfaction arising from the

conformity Law of the Republic of Indonesia (2006) between existing expectations and the real conditions that exist in counseling activities.

Padang Pariaman Regency has considerable potential in the fisheries sector, both land and sea fisheries. One of the sub-districts in Padang Pariaman Regency that has a large fisheries sector is Batang Gasan. Fishermen in Batang Gasan are categorized as traditional fishermen. The potential that is being developed in this sub-district is the fisheries and agriculture sectors, as well as tourism. The potential in which the sea that they utilize is massive yet they themselves cannot utilize it to further prosper their own lives. In general, fishermen in this area have a low educational background, knowledge, and skills, this causes the economy of fishermen in Batang Gasan to be relatively lackluster since they're unable to manage their catches properly, and the capital owned by fishermen is still inadequate. Fisheries counseling activities carried out by counseling workers in Batang Gasan, Padang Pariaman Regency began in 2003, based on the results of the initial observations until now in the Batang Gasan area, fisheries counseling activities are still being carried out. However, there has been no visible change in the behavior of fishermen. Therefore, the author with interests regarding this matter conducts this research with the title "The Relation between Fisheries Counseling Capacity and Fisherman Satisfaction in Counseling Activities in Batang Gasan, Padang Pariaman Regency, West Sumatra Province".

RESEARCH METHODS

This research was conducted in June - September 2022 at Batang Gasan, Padang Pariaman Regency, West Sumatra Province. The determination of the research location was carried out purposively with the consideration that Batang Gasan is one of the communities whose livelihoods are fishermen and areas that have participated in or has received fisheries counseling programs, as well as the construction of a fish port at the mouth of the Batang Gasan river.

The method used in this research is by using a survey method. According to Sugiyono (2017) survey research is research conducted on large and small populations, but the data studied is data from samples taken from the population, so that relative events, distributions, and relationships between sociological and psychological variables can be found. The technique used in sampling is non-probability sampling technique. According to Sugiyono (2017) non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample. The non-probability sampling method used is accidental sampling (coincidence) as many as 68 fishermen. The type of research used is a research with a descriptive quantitative approach. The data collection techniques used were observation, documentation and questionnaire distribution.

The data analysis method used in this research is descriptive quantitative analysis. According to Veraningsih *et al.* (2018) descriptive quantitative research is research with the main objective of providing an overview or description of an objective situation whether natural or engineered and developed with the aim of testing the variables used in the study. Descriptive quantitative research

uses a correlational research approach. To determine the relationship between counseling capacity and fishermen's satisfaction, the Spearman rank correlation analysis test (Rs) with the help of the SPSS (Statistical Program for Social Science) program was used to measure this. According to Sugiyono, (2017) the Spearman rank correlation is used to find relationships or to test the significance of the hypotheses when each of the variables being connected is ordinal, and the data sources between variables do not have to be the same. In general, the equation used to calculate the Spearman Rank correlation (Rs) is as follows:

$$\rho = 1 - \frac{6\sum b_i^2}{n(n^2-1)} \quad (1)$$

Description:

ρ = spearman rank correlation coefficient.

b_i = absolute difference between the ranking data of variable X and variable Y.

n = number of respondents (68 units).

RESULT AND DISCUSSION

Overview of the Research Location

Batang Gasan sub-district is one of the sub-districts in Padang Pariaman Regency, West Sumatra Province. Astronomically, Batang Gasan sub-district is located at coordinates 0°33'00" LS and 100°07'00" East. The area of Batang Gasan sub-district is 40.31 Km² with an altitude of 2-75 meters above sea level and a coastline length of 8.5 Km. Batang Gasan sub-district is the result of an expansion from Sungai Limau sub-district. Based on its geographical position, Batang Gasan sub-district is bordered with other areas such as:

- North : District IV Koto Aur Malintang
- South: District Sungai Limau
- West : Indonesian Ocean
- East : District Sungai Geringging

Batang Gasan sub-district consists of 3 Nagari including Gasan Gadang nigari, Malai V Suku nagari and East Malai V Suku nigari. The area of Batang Gasan sub-district from 3 Nagari can be seen in Table 1.

Table 1. Area and Percentage of Area of Batang Gasan Sub-district

Village/Nagari	Extensive (km ²)	Percentage of District Area (%)
Gasas Gadang	17.64	43.76
Panicle V Tribe	8.77	21.76
Panicle V East Tribe	13.90	34.48
Batang Gasan	40.31	100.00

Source: BPS (2021)

In Table 1, it is known that Nagari Gasan Gadang is recorded as having the largest area, namely 17.64 km², while Nagari Malai V Suku has the smallest area, namely 8.77 km². The population of Batang Gasan sub-district is 10,949 people consisting of 5,487 men and 5,462 women. The total population by sex and Nagari can be seen in Table 2.

Table 2. Total Population by Sex and Nagari in Batang Gasan Subdistrict

Village/Nagari	Gender		Total (Person)
	Male (Person)	Female (person)	
Gasas Gadang	2,420	2,371	4,791
Panicle V Tribe	1,697	1,730	3,427
Panicle V East Tribe	1,370	1,361	2,731
Batang Gasan	5,487	5,462	10,949

Source: BPS (2021)

In Table 2, it is known that the largest population is in Nagari Gasan Gadang, which is 4,791 people, while the lowest population is in Nagari Malai V Suku Timur, which is 2,731 people. Batang Gasan residents who are in the coastal area make a living as fishermen. The population of Batang Gasan who earn a living as fishermen totals 215 people and these fishermen are categorized as traditional fishermen. The potential that is being developed in the Batang Gasan sub-district is the fisheries and agriculture sectors, as well as tourism. Central Bureau of Statistics of Padang Pariaman Regency, (2021).

Capacity of Fisheries Counseling Workers

Counseling capacity is the ability of a counseling worker to perform various tasks and an assessment of what a counseling worker can do for fishermen. According to Pitto *et al.* (2016) Counseling performance is the achievement of counseling workers' work results in carrying out tasks based on ability, experience, and or seriousness and use of time. The capacity of fisheries counseling workers in counseling activities can be seen in the percentage of the capacity of counseling workers as facilitators, motivators, educators and communicators.

1. Capacity of Counseling Officers as Facilitators

According to Faqih (2014) Facilitator is a task that is expected to be carried out by agricultural counseling workers in serving the needs of the assisted community. The capacity of counseling workers as facilitators in counseling activities can be seen in Table 3.

Table 3. Capacity of Fisheries Counseling Officers as Facilitators

Criteria	Total Number of Scores	Total (Person)	Percentage (%)
Not good	4-9	21	30,9
Good enough	10-15	18	26,5
Good	16-20	29	42,6
Total		68	100

In Table 3, it is known that the capacity of counseling workers as facilitators as many as 21 people chose the unfavorable criteria with a percentage of 30.9%, 18 people chose the good enough criteria with a percentage of 26.5%, and 29 people chose good criteria with a percentage of 42.6%. The capacity of fisheries counseling workers in Batang Gasan has been running well and can position itself as a partner and facilitator of fishermen by providing facilities in the form of things that are needed by fishermen. The function of the counseling agent as a facilitator is to always provide a way out or convenience, both in counseling, teaching and learning processes, and facilities in advancing their farms.

2. Capacity of Counseling Officers as Motivators

A motivator is someone who can channel and support the behavior of the target community, so that they want to work hard and enthusiastically to achieve optimal results. The capacity of counseling workers as motivators in counseling activities can be seen in Table 4.

Table 4. Capacity of Fisheries Counseling Officers as Motivators

Criteria	Total Number of Scores	Total (Person)	Percentage (%)
Not good	8-18	29	42,6
Good enough	19-29	26	38,2
Good	30-40	13	19,1
Total		68	100

In Table 4, it can be seen that the capacity of counseling workers as motivators as many as 29 people are not good as motivators with a percentage of 42.6%, 26 people are quite good as motivators with a percentage of 38.2%, and 13 people consider their role in this regard as being good motivators with a percentage of 19.1%. This indicates that the capacity of fisheries counseling workers in Batang Gasan has not run optimally because counseling workers have not been able to encourage fishermen to increase their production and have not been optimal in developing the potential of fishermen. This result is in line with research done by Juliana (2021) that the weak motivation factor among counseling workers is due to the lack of motivation of counseling workers in carrying out their duties according to predetermined standards and work culture and there is still a mindset of counseling workers who are dissatisfied with the provision of motivation due to the absence of methods, policies and providing maximum motivation for counseling workers.

3. Capacity of Counseling Officers as Educators

Educator is the activity of facilitating the learning process carried out by other development beneficiaries or stakeholders. Sianturi (2019) The capacity of counseling workers as educators in counseling activities can be seen in Table 5.

Table 5. Capacity of Fisheries Counseling Workers as Educators

Criteria	Total Number of Scores	Total (Person)	Percentage (%)
Not good	8-18	29	42,6
Good enough	19-29	26	38,2
Good	30-40	13	19,1
Total		68	100

From Table 5, it is known that the capacity of counseling workers as educators as many as 30 people is considered as not good with a percentage of 44.1%, as many as 24 people is considered as quite good with a percentage of 35.3% and as many as 14 people is considered as good with a percentage of 20.6%. The capacity of counseling workers as educators has provided information and training. However, this has not gone without difficulty with the main reasoning is the counseling workers have not been optimal in providing training or ways to use newer technology to fishermen. In line with research Suria (2016) that counseling workers have not been optimal in providing

counseling to farmers and have not tried to increase farmers' knowledge, change attitudes towards the better, and improve farmers' skills.

4. Capacity of Counseling Officers as Communicators

A communicator is a person or group of people who have the initiative to be the source in a relationship or interaction. Nugroho (2020) The capacity of counseling workers as facilitators in counseling activities can be seen in Table 6.

Table 6. Capacity of Fisheries Counseling Workers as Communicators

Criteria	Total Number of Scores	Total (Person)	Percentage (%)
Not good	4-9	26	38,2
Good enough	10-15	32	47,1
Good	16-20	10	14,7
Total		68	100

From Table 6, it is known that the capacity of counseling workers as communicators as many as 26 people are very bad communicators with a percentage of 38.2%, as many as 32 people are adequate enough as communicators with a percentage of 47.1% and as many as 10 people are considered as good communicators with a percentage of 14.7%. The capacity of the counseling agent as a communicator is good enough in providing counseling because the counseling agent can communicate well to fishermen. This is in line with research Whardani *et al.* (2018) shows that the capacity of agricultural counseling workers as communicators is categorized as quite good, it can be seen that the agricultural counseling workers interact well with farmers, counseling workers also have an extensive knowledge about agriculture and counseling workers considers farmers as equals which contributes towards an ease of communication between the counseling workers and the farmers.

Fishermen's Satisfaction with Counseling Activities

Satisfaction is the level of satisfaction of a person after comparing the perceived performance or results compared to his expectations. According to Nurmayasari *et al.* (2020) Farmer satisfaction can be defined as the satisfaction of farmers as clients with the assumption that counseling activities are service products provided by an organization, namely satisfaction that arises because of the conformity between existing expectations and the real conditions that exist in counseling activities. In this study, the variable used is fishermen satisfaction in counseling activities from 3 indicators, namely planning, implementation and evaluation of counseling activities.

1. Counseling Planning

Counseling planning is a work procedure together with the community in an effort to solve unsatisfactory conditions that may be carried out in order to achieve the objectives to be achieved. Fishermen's satisfaction with counseling planning in counseling activities can be seen in Table 7.

Table 7. Fishermen's Satisfaction with Counseling Planning

Criteria	Total number of scores	Number of respondents	Percentage (%)
Not Satisfied	5-11	20	29,4%
Quite Satisfied	12-18	38	55,9%
Satisfied	19-25	10	14,7%
Total		68	100

In Table 7, based on the satisfaction of the fishermen towards the counseling planning, it is known that as many as 20 people are unsatisfied with a percentage of 29.4%, as many as 38 people are quite satisfied with a percentage of 55.9%, and as many as 10 people are satisfied with a percentage of 14.7%. Based on these results, it shows that the fishermen's satisfaction with counseling planning are quite satisfied. This is in line with research Irwanto (2019) In the counseling process, good enough counseling planning is very important for agricultural counseling workers to do, because what the counseling workers plan is closely related to the problems faced by farmers and guides the preparation of farmer business plans.

2. Implementation of Counseling

Counseling implementation is the activity of carrying out a series of activities that have been planned to achieve the expected goals. Fishermen's satisfaction with the implementation of counseling in counseling activities can be seen in Table 8.

Table 8. Fishermen's Satisfaction with the Implementation of Counseling

Criteria	Total number of scores	Number of respondents	Percentage %
Not Satisfied	6-13	30	44,1%
Quite Satisfied	14-21	25	36,8%
Satisfied	22-30	13	19,1%
Total		68	100

In Table 8, based on the implementation of the counseling plans. 30 people are dissatisfied with a percentage of 44.1%, 25 people are moderately satisfied with a percentage of 36.8%, while only 13 people are satisfied with a percentage of 19.1%. Based on these results, it shows that the majority consensus about fishermen's satisfaction with the implementation of counseling are unsatisfied. This is in line with research Sarjan (2021) The implementation of counseling activities is not good because in understanding the material, farmer group members do not understand because they are influenced by low education, while the way the material is delivered by the counseling agent are used in harder to understand language and phrasing which is difficult to understand .

3. Evaluation of Counseling Activities

Evaluation of counseling activities is an activity carried out to measure the extent to which results have been achieved based on a predetermined plan. Fishermen's satisfaction with the implementation of counseling in counseling activities can be seen in Table 9.

Table 9. Satisfaction of Fishermen with Evaluation of Counseling Activities

Criteria	Total number of scores	Number of respondents	Percentage (%)
Not Satisfied	4-9	32	47,1%
Quite Satisfied	10-15	27	39,7%
Satisfied	16-20	9	13,2%
Total		68	100

In Table 9, it is known that 32 people are dissatisfied by the counseling activities with a percentage of 47.1%, 27 people are moderately satisfied with a percentage of 39.7%, 9 respondents are satisfied with a percentage of 13.2%. Based on these results, it shows that the majority of the

fishermen's satisfaction with the counseling activities are mostly unsatisfied. Contrary to the research done by Sarjan (2021) that the evaluation was in the satisfied category, because farmer group members were satisfied with the counseling program implemented at the research site, and had provided many attitudinal changes for farmers in farming. Farmers' skills also increased after participating in the counseling program, and farmers were eager to develop the farms that were being run.

Relationship between Counseling Capacity and Fishermen Satisfaction

From the results of the correlation analysis, the significance data (P) and correlation coefficient (R) are obtained. If the significance value (P) < 0.05, it means that the two variables are correlated or significantly related and if the significance value (P) > 0.05, it means that the two variables are not correlated or not significantly related.

Meanwhile, the correlation coefficient (R) is used to determine the strength and direction of the correlation.

Correlation coefficient value of 0.00 to 0.25 = very weak,

A correlation coefficient of 0.26 to 0.50 = moderate,

Correlation coefficient value of 0.51 to 0.75 = strong,

The correlation coefficient value of 0.76 to 0.99 = very strong, and

A correlation coefficient of 1.00 = perfect.

The correlation coefficient value that shows a positive sign (+) means that the correlation between the two variables runs in the same direction, while the correlation coefficient value that shows a negative sign (-) means that the correlation between the two variables runs unidirectionally. Based on the SPSS 25 test, the relationship between the capacity of counseling workers and fishermen satisfaction in planning, implementing and evaluating counseling activities can be seen in the Table 10.

Table 10. Relationship between Counseling Capacity and Fishermen Satisfaction

Fisherman Capacity	Fishermen Satisfaction		
	Planning	Implementation	Evaluation
Facilitator	0.402**	0.415**	0.393**
Motivator	0.473**	0.630**	0.528**
Educator	0.514**	0.488**	0.569**
Communicator	0.660**	0.485**	0.575**

Notes: * Significant correlation at α 0.05 (5%)

** Significant correlation at α 0.01 (1%)

The relationship between the capacity of counseling workers and fishermen's satisfaction in counseling activities as seen from the capacity as a facilitator, motivator, educator and communicator obtained the results as described below:

a) Relationship between the Capacity of Counseling Officers as Facilitators and Fishermen's Satisfaction

From the results of the analysis, the capacity of counseling workers as facilitators is significantly related to fishermen satisfaction in planning, implementing and evaluating counseling activities in Batang Gasan. The facilitator relationship can be seen from field conditions showing that

the capacity of fisheries counseling workers in Batang Gasan has been running optimally and can position itself as a partner and facilitator of fishermen by providing facilities in the form of things that are needed by the fishermen. While the facilities provided by the counseling workers are few, they also strive for better facilities for the fishermen, which can be seen from the activities carried out by the counseling workers with assistance from the government such as information related to the development of their fisheries business and infrastructure for fishing (motor engines, distribution of buoys and gill nets).

The research results show that the capacity of counseling workers as facilitators is good in providing the counseling needed by fishermen. This is in line with research by Tanjung Sari *et al.* (2016) that there is a positive and significant influence between facilitator variables on farmers' perceptions where there is a role of counseling workers as facilitators, namely the role of facilitating farmers to obtain necessary needs such as production facilities and development information related to farmers' businesses.

b) The Relationship of Counseling Capacity as a Motivator with Fishermen's Satisfaction

From the results of this analysis, the capacity of counseling workers as motivators is significantly related to fishermen's satisfaction in counseling activities in Batang Gasan. The capacity of counseling workers as motivators in the research area has provided encouragement to fishermen through various kinds of efforts that are useful for the development of fishermen. Counseling workers as a motivator must establish a good relationship with fishermen, this will in turn make it easier for counseling workers to encourage, develop and improve fishermen's production mainly since the fishermen in the research area have the intention or motivation to improve the quality of fishing business by participating in counseling activities. The better the capacity of counseling workers as motivators in counseling activities, the better fishermen satisfaction will be.

The capacity of counseling agents as a motivator is significantly related to fishermen's satisfaction with counseling activities. Supported by research by Chintyasari *et al.* (2019) the ability of instructors as motivators is that instructors can raise enthusiasm for their targets by providing motivation that initiates the introduction of developing issues and community desires, so that communities are moved to achieve the desired goals..

c) The Relationship between the Capacity of Counseling Officers as Educators and Fishermen's Satisfaction

From the results of the analysis, the capacity of counseling workers as educators is significantly related to fishermen's satisfaction in counseling activities in Batang Gasan. The capacity of counseling workers as educators at the research location has provided information and training. Counseling in Batang Gasan has conducted several trainings consisting of outboard engine training, fishing techniques and processing techniques. The training was conducted to increase the knowledge of fishermen so that they can create innovations and new ideas in solving problems faced and can improve their fisheries business.

The capacity of counseling workers as educators is significantly related to fishermen's satisfaction. In line with research by Ibrahim *et al.* (2021) that there is a positive and significant influence between the educator variable on farmers' perceptions, where agricultural instructors as educators play a role including aspects of increasing farmers' knowledge of new ideas in farming development, as well as providing training to farmers.

d) The Relationship between the Capacity of Counseling Officers as Communicators and Fishermen's Satisfaction

From the results of this analysis, the capacity of the counseling agent as a communicator with fishermen's satisfaction is significantly related where an counseling agent as a communicator is an important thing in counseling activities because of the communication skills of the counseling agent which includes elements such as the delivery of the counseling agent's message to fishermen, the media used by the counseling agent in delivering information messages, the counseling agent's ability to help solve problems expressed by fishermen, and the language used by the counseling agent so that fishermen can understand. A good communicator will be able to provide information effectively to induce understanding, pleasure, and influence the attitudes and actions of fishermen Chintyasari *et al.* (2019). Fishermen's satisfaction can be optimized if the capacity of the counseling worker runs well as expected by the fishermen.

In line with research Ibrahim *et al.* (2021) that there is a positive and significant influence between communicator variables on farmers' perceptions. The role of the counseling agent as a communicator is a role to convey information related to farmer development activities. The relationship between counseling agent capacity and fishermen satisfaction in counseling activities shows that counseling agent capacity affects fishermen satisfaction in fisheries counseling activities where the lower the counseling agent capacity, the worse the fishermen satisfaction and vice versa the higher the counseling agent capacity, the better the fishermen satisfaction. In accordance with research Listiana *et al.* (2018) the relationship between counseling capacity and the level of farmer satisfaction with counseling activities is very real because the level of farmer satisfaction with counseling activities are still low, which has an impact on counseling activities, especially the main actors and business actors as users of counseling services so that the capacity of counseling workers should be prioritised for further improvement. The relationship between the capacity of counseling workers and the level of farmer satisfaction is positively correlated, which means that the higher the level of capacity of counseling workers, the better the level of farmer satisfaction.

CONCLUSION AND SUGGESTION

Conclusion

The capacity of fisheries counseling workers in Batang Gasan as facilitators are good in providing the counseling needed by fishermen. The capacity of counseling workers as motivators and educators are not good since it has been suboptimal in providing the counseling needed by the fishermen. The capacity of counseling workers as communicators are quite good in providing

counseling. Fishermen's satisfaction with counseling planning is categorized as quite satisfied, fishermen's satisfaction with the implementation of counseling and evaluation of counseling activities is categorized as dissatisfied with the counseling provided by the counseling agent. The capacity of counseling workers as facilitators, motivators, educators and communicators is significantly related to fishermen's satisfaction in counseling activities.

Suggestion

It is expected that the capacity of counseling workers as motivators and educators is further enhanced in counseling activities so that it will induce satisfaction and behavioral change among the fishermen. Fisheries counseling workers in Batang Gasan should improve their training and visit work system as it is effective in improving the knowledge, attitudes and skills of fishermen. Providing training and guidance to instructors is necessary to create and effective communication, motivation and education techniques. This training can increase the knowledge and skills of instructors when interacting with fishermen.

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