

ABSTRAK

Theresia Avilla Ninayanti, 22942020024, ANALISIS POTENSI DAN PELUANG KEWIRAUSAHAAN LOKAL PADA MASYARAKAT PESISIR DI WURING, KECAMATAN ALOK BARAT, KABUPATEN SIKKA. Skripsi. Program Sarjana Kewirausahaan, Institut Filsafat dan Teknologi Kreatif Ledalero, 2026.

Penelitian ini bertujuan untuk menganalisis potensi dan peluang kewirausahaan lokal pada masyarakat pesisir di Wuring, Kecamatan Alok Barat, Kabupaten Sikka. Fokus penelitian diarahkan pada identifikasi potensi sumber daya lokal, peluang usaha masyarakat pesisir, faktor pendukung dan kendala kewirausahaan, serta implikasi pengembangan usaha lokal terhadap penguatan ekonomi masyarakat. Penelitian ini dilatarbelakangi oleh kondisi masyarakat pesisir yang memiliki ketergantungan tinggi terhadap sumber daya laut, namun di sisi lain masih menghadapi berbagai keterbatasan ekonomi, akses pasar, dan pengembangan usaha produktif. Wuring sebagai kawasan pesisir memiliki potensi sumber daya perikanan, kuliner lokal, serta usaha rumah tangga yang dapat dikembangkan menjadi basis kewirausahaan masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian terdiri atas nelayan, pelaku usaha lokal, pengolah hasil laut, pedagang, tokoh masyarakat, dan aparat pemerintah setempat. Data dianalisis menggunakan teknik analisis deskriptif kualitatif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa masyarakat pesisir di Wuring memiliki potensi kewirausahaan yang cukup besar berbasis sumber daya lokal, terutama pada sektor perikanan, pengolahan hasil laut, kuliner lokal, dan usaha rumah tangga. Peluang kewirausahaan didukung oleh ketersediaan sumber daya alam, pengalaman masyarakat dalam usaha, solidaritas sosial masyarakat, serta lokasi wilayah yang strategis. Namun demikian, pengembangan kewirausahaan lokal masih menghadapi berbagai kendala seperti keterbatasan modal usaha, rendahnya keterampilan dan inovasi, terbatasnya akses pemasaran, serta minimnya dukungan infrastruktur dan teknologi. Penelitian ini menunjukkan bahwa pengembangan kewirausahaan lokal berbasis potensi masyarakat pesisir memiliki peran penting dalam meningkatkan pendapatan masyarakat, memperkuat ekonomi lokal, dan mendorong pemberdayaan masyarakat secara berkelanjutan.

Kata Kunci: kewirausahaan lokal, masyarakat pesisir, potensi lokal, peluang usaha, ekonomi masyarakat

ABSTRACT

Theresia Avilla Ninayanti, 22942020024, ANALYSIS OF THE POTENTIAL AND OPPORTUNITIES OF LOCAL ENTREPRENEURSHIP AMONG COASTAL COMMUNITIES IN WURING, WEST ALOK DISTRICT, SIKKA REGENCY. Undergraduate Thesis. Bachelor Program in Entrepreneurship, Institut Filsafat dan Teknologi Kreatif Ledalero, 2026.

This study aims to analyze the potential and opportunities of local entrepreneurship among coastal communities in Wuring, West Alok District, Sikka Regency. The focus of the research is directed toward identifying local resource potentials, business opportunities within coastal communities, supporting factors and challenges in entrepreneurship, as well as the implications of local business development for strengthening the community's economy. The background of this research is based on the condition of coastal communities that have a high dependence on marine resources, yet on the other hand still face various economic limitations, limited market access, and challenges in developing productive businesses. Wuring, as a coastal area, possesses potential fisheries resources, local culinary products, and home-based enterprises that can be developed as the foundation of community entrepreneurship. This study employs a qualitative approach with a descriptive research design. Data collection techniques were carried out through observation, in-depth interviews, and documentation. The research informants consisted of fishermen, local business actors, seafood processors, traders, community leaders, and local government officials. The data were analyzed using qualitative descriptive analysis techniques through the stages of data reduction, data presentation, and conclusion drawing. The results of the study indicate that the coastal community in Wuring possesses considerable entrepreneurial potential based on local resources, particularly in the fisheries sector, seafood processing, local culinary businesses, and home-based enterprises. Entrepreneurial opportunities are supported by the availability of natural resources, the community's business experience, social solidarity among the people, and the strategic location of the area. However, the development of local entrepreneurship still faces various challenges such as limited business capital, low levels of skills and innovation, restricted market access, as well as inadequate infrastructure and technological support. This study shows that the development of local entrepreneurship based on the potential of coastal communities plays an important role in increasing community income, strengthening the local economy, and promoting sustainable community empowerment.

Keywords: local entrepreneurship, coastal communities, local potential, business opportunities, community economy.