

A Development Policy of Networking-Based Creative Marine Small and Medium Enterprises as a Solution for Poverty Alleviation in Indonesia

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Abstract	<p>Poverty and environmental degradation are issues that have not been resolved in the coastal communities and regions yet. The various policies and development programs have been implemented to address these two main issues. Nevertheless, the poverty rate of coastal communities remains high. To address the problem of poverty in coastal areas, this study tries to offer a policy solution for SME development based on the creative power of network resources. The concept of creative economy is very relevant because the environment and marine fisheries resources provide potential materials for SMEs to manage. Management of marine resources by combining creativity, innovation, and technology can lead to products that have market competitiveness. To support these efforts, the utilization of network resources can provide synergistic power to improve product quality and competitiveness. These networking resources can come from elements of government, business, civil society, financial institutions, professional institutions, universities, and other social communities. The collaboration of these various network resources can be an effective force in poverty alleviation efforts in coastal areas. Studies have supported that poverty alleviation is not effectively implemented if it does not synergize the bureaucratic, business and community forces. The problem of poverty in coastal areas of a complex character cannot be overcome with a linear approach. Moreover, breakthroughs and innovations need to be done to address the complexity of poverty of coastal communities. To that end, the strength of marine SMEs needs to be integrated with the approach of creative economy and networking so that it becomes a driver of the local economy that serves as a solution for poverty alleviation.</p>
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