Developing a Partnership Program through Training And Mentoring the Fishermen

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Abstract

The purpose of this research is to develop a cooperative partnership between fishermen and exporters are facilitated by government agencies through training and mentoring partnerships to improve the ability of fishermen fishing in processing marine products, improve the quality of fishing resources, and strengthening the management of fishing cooperatives, in order to improve the living standards of fishermen. The method used in this study is a collaborative action research. The research location District of Paiton Probolinggo. Object of research is the fishermen who are members of fishing cooperatives and Cooperative board candidates. The results showed that the limited financial resources hamper fishermen and fishermen to take advantage of export opportunities seafood. To improve the competitiveness and the ability of fishermen in Probolinggo necessary partnership between fishermen and exporters parties. Partnership development begins with training and guidance on the cultivation of seaweed and processed fish products as well as the management of cooperatives

Keywords: Development of The Partnership Program, Training And Mentoring Fisherman, Collaboration Action Research

1. Introduction

Crucial issues stemming from the internal fishing Probolinggo is the limited ability and skills to process the catch of fish, seaweed plant with export quality, marketing and capital management. [1] Therefore it is necessary training and assistance in the form of partnerships with competent parties. The action plan is (1) Training and mentoring seaweed cultivation and production of marine products as well as the management of fishing cooperatives, (2) Strengthening the partnership between the Cooperative Exporter

Nomenclature
A concentration of Environmental Sustainability and Education and Psychology
B intensity of Cooperation of Development

2. Material and Methods

2.1. Structure

The design used in this study is a collaborative action research. Collaboration performed by practitioners, exporters and fishermen. Phase of the study as follows: (a) explore portrait of
conditions and problems. (b) mapping of the problems facing fishermen and Fishermen Cooperative c) To study the opportunities for cooperation between the fishing cooperative with companies exporter (d) Conduct recruitment field companion (e) Conducting briefing to chaperone field (f) Socializing and administration training financial and business management as well as institutional strengthening and marketing for fishing cooperative (g) Develop mentoring partnership program (h) Conducting advocacy on fishing cooperative. (i) To evaluate the mentoring activities (j) Provide solutions to enhance the partnership (k) Prepare reports on implementation [2] . The following is a picture of the process of community action research.

![Community Action Research Process]({})

**Figure 1. Proses Action Research**

Source of data in this study are: fishermen, Department of Fisheries and Marine Resources, Department of Cooperatives and exporters. Data instruments are: observation, interviews, surveys. The research location is the District Paiton Probolinggo. The object of the training is fishermen who are members of the fishing community and the cooperative board, the cooperative Maju Utama, Samudra Harapan cooperatives and Pantai Harapan cooperative

### 3. Result and Discussion

#### 3.1. Cooperative Training

This cooperative training activities on the 10th until the 14th of September 2012. The goal of this activity is the fishing boat owners, fishermen and laborers seaweed cultivators fisherman who became an administrator and a member of the cooperative. The training participants take as many as 50 fishermen who have become active members of the cooperative. The purpose of this training is to strengthen the understanding of the functioning of cooperatives to increase the competitiveness of the fishermen in winning market competition in the international market and are expected to provide the dissemination of the magnitude of the role for the successful participation of members of the cooperative to other fishermen. This training is divided into five (5) sessions, for two days with different training materials.

First session, held on 10 September 2012, with material about ideology Cooperative. This activity started with the opening of training which was attended by officials at the district level, the Secretary Head, Head of the Department of Cooperatives villages and officials as well as officials from PT. Marinal. Almost all parties to support these activities and expects that these activities are able to create a model of partnership between the fishing cooperative exporter company.

The next activity is a matter of ideology Cooperative exposure presented by officers of the Department of Cooperatives. Exposure of the material is more emphasis on the characteristics of cooperatives as economic organizations that fits perfectly with the personality of the people in Indonesia and in Probolinggo in particular. Characteristics of the community who likes to help, like cooperation, outspoken and honesty, full of family is a big capital in the cooperative.
Cooperative is the right container for fishermen to jointly strive to independently improve their living standards. During the presentation, participants looked very enthusiastic to ask questions about who may be a member, how to become a member, what can be gained members of cooperatives and so on. This activity is covered by the speaker to assign tasks to the participants to rethink about the desire and personal motivation for cooperatives.

2a session, held on September 11, 2012, at 8:00 to 12:00 pm, with the material of Membership and Member Participation Cooperative. These activities are guided by officers from the Department of Cooperatives that begins with the reflection of trainees about the material that was presented on the previous day, which is about the ideology of the Cooperative. Result reflections of participants showed that participants have a high motivation to cooperatives. One participant stated that even without a large capital, only with capital intent, spirit, and honesty they believe that unity in the cooperative will benefit each member. The next activity is the exposure of the material on Membership and Member Participation Cooperative. Exposure of the material is more emphasis on the importance of participation for the success of the cooperative members. With quantum learning method, exposure is presented with a more relaxed and more focused on the participants. Participants discussed how and what should be done so that members of the cooperative to be successful with gusto. The next activity is to discuss the various problems faced by some fishermen of them is the problem of capital and marketing. Through participant sharing, presenters guide the participants to solve problems faced by the other participants. This activity is intended to reinforce the values of togetherness and established good cooperation between fishermen to solve the various problems it faces without relying on other parties. The event ended with a slogan proclaimed "Let cooperatives".

2b session, held on 11 September 2012, from 13.00 - 15.00 pm with material Cooperative Management. This activity is presented by academic staff (researchers) which initiated activities with frequently asked questions about the motivation of participants in cooperatives. Of the frequently asked questions can be seen that the motivation of the participants are members of the cooperative are manifold, which are to strengthen the position of the fishermen. Some members aware of the limitations of his ability, so the cooperatives they hope to get a lot of benefits. In addition, some members have felt the benefits involved in the community of fishermen (the embryo cooperative). They get help diverse knowledge of various parties that never he get when they are not logged in as a member of the fishing community. Through cooperative they hope the committee that considered more intelligent than they are able to fight for the fate of their members. The next activity is the exposure of the material on Cooperative Management. Exposure of the material focused on efforts to introduce on cooperative management and organizational tools that exist in a cooperative. Through such exposure is expected fisherman increasingly understand about the function of the board, the regulatory body, meeting members and managers / employees cooperative. With the training model problem based learning, problem-based presenters deliver material encountered in cooperatives. Through the study of various problems arising in relations agency (agency problem) between members of the board, the supervisory board, superintendent with the manager, the manager with the members and so on, the speaker invites participants to understand the role of each device of the cooperative. Several questions arise related to who is entitled to become administrators, supervisors, and managers, making training more lively atmosphere. The event ended with the spirit of "By cooperatives All Problems Resolved".

Session 3, held on September 12, 2012 at 08:00 to 15:00 pm with the material of Financial Management. These activities are guided by lecturers and academic staff begins with frequently
asked questions about the financial management model that has been done by fishermen in managing their business finances and financial group of fishermen or their newly established cooperatives. From this questioning revealed that the financial management of the fishing manages its business with a very simple, in which fishing effort is to eat. Therefore, the production is used to feed and rest is used for capital requirements at sea as solar and repair equipment. As for the financial cooperative, said that the cooperative does not have the capital, they only have the capital intent, spirit and honesty. The next activity is the exposure of the material on Enterprise Financial Management. Exposure of the material focused on how to get the cheapest funds and utilize funds intelligently, namely to use the funds that can generate the most advantages. The concept of risk and return presented with simple language and easily understood by participants. Some questions related to how to get funds with low interest without requiring collateral. Brazing provides several ways to determine the source of cheap funding to look at the level of the flat rate and interest rate annuity (decreasing). After the rest period, training activities continued with the presentation in detail about the financial management of the cooperative. More emphasis on the explanation offered some simple financial management model that is cheap and safe. Some questions about how to deal with members who have difficulty in paying credit dependents discussed with the participants and credit alternatives tanggungrenteng be an interesting topic being discussed. This activity is closed with giving an introduction about the relationship with the financial management accounting system or financial administration of the cooperative. A good accounting system will support the reliability of the cooperative members.

Session 4, held on 13 September 2012, 08.00 - 15.00 with the Accounting Cooperative material. These activities are guided by two faculty academic staff. The activity began with a debriefing about the experience of participants in the organization and the organization's financial reporting model. The next question is directed to focus on the shape of the financial statements that have been obtained or read by members. From the discussion, obtained information that the financial statements are always reported by the board, especially on the number of managed funds, loan amount each member, and the inventory value of equipment at sea, as well as the value of the cooperative received assistance from the government. The next activity is the exposure of the material on the importance of the Cooperative's financial administration. Transparent administrative system and a requirement Pharmaceutics akuntanbel cooperative. The training participants were introduced some kind of cooperative financial statements, particularly the statements of income and statements of financial position (balance sheet). Given this highly technical material at all, then it's better to give participants an understanding of financial statements presented a comparison between cooperatives that are performing well and less well. From this exposure, participants easier to understand some of the figures in the financial statements and is able to analyze simple about the performance and financial position of the cooperative. After a break, participants were invited to discuss the activities of cooperative efforts and designing financial statements must be reported to the members of the cooperative. From this questioning process seemed that participants were very interested in the material accounting administration cooperatives are mostly cooperative management. The question of how to calculate the cost, how to calculate income, and calculate net income (SHU) is very interesting participants. With simple way given the ways recognize revenue, costs and how to calculate the SHU. The event ended with a request from the board to be assisted in developing a cooperative financial administration.
Session 5, held on September 14, 2012 at 8:00 to 11:00 pm with material Marketing Management. These activities are guided by academic faculty staff who initiated activities by providing examples of product packaging. Examples glass of drinking water is to direct the concentration of the participants on the importance of product quality, taste user (consumer), form of product, price and promotional activities. Given the products produced by fishermen is the fish and other seafood, then the speaker is explained about the importance of maintaining the quality of products to maintain customer trust and the importance of alliances to drive product marketing activities. During the exposure of the material contained some participants asked about how to cooperate. Through discussion among the participants, cooperative management explained that the plan does activity partnership between PT Marinal with third cooperative aims to improve the quality of production and export marketing.

**Operations Evaluation.** There are some things that support these activities include the participant's motivation high and local government support is very high on the implementation of these activities. Constraints faced include lack of education most participants so that comprehension of the material presented is very low. However, based on observations and interviews with participants can be concluded that these activities work well with indicators of:

(a) The level of attendance is very high, the average daily attendance is 94% of the 50 who were invited. (b) The enthusiasm of the participants in following the training materials is very high which is shown by the number of active participants asked. Most of the participants involved in the discussion, disclosure issues, and solving the problems faced by fishermen and members of the cooperative. (c) Participants felt there was new science of cooperatives which had not been previously they get. (d) The speakers are very agile in adjusting the style of presenting the material with exposure to the level of absorption of participants is relatively low because most older participants.

### 3.2. Training Seaweed Cultivation and Processed Products

Training activities seaweed and processed products was held on 16 to September 20, 2012 at 8:00 to 15:00. This activity is a good target fishermen fishing boat owners and workers. Participants set 50 fishermen with consideration of the effectiveness of activities, especially those that have become active members of the cooperative. The purpose of this activity is to enhance the ability of fishermen in the cultivation of seaweed and processed fish products so as to improve the quality of products that can compete in international markets. This cultivation training activities are divided into three (3) sessions with different training materials. First session, held at 08:00 to 15:00 pm, with the material Nurseries and Land Preparation For Planting seaweed. These activities are guided by a team of experts from PT. Marinal. The event begins with exploring the practice of breeding that has been practiced by fishermen. From the results of this exploration can be seen that the model of the traditional breeding very much of an effort to export quality standards. Further activities are presented on the product quality demands by foreign importers. To meet the demand for the quality described some requirements begin the process of seeding until the processing and drying processes of production. This information is very interesting trainee, primarily associated with the selling price is relatively higher. The next speaker to convey the procedure of seeding and tillage. Through the depiction of how the nursery from the least expensive way but produces lower quality up to the cost of the more expensive but produces better quality. During the presentation, the participants were very enthusiastic explanations and lots of discussion about the relationship between cost and benefit. After an hour of rest, followed by exposure to the procedures to prepare the land and the media. Discussion and
questions many occur among participants with presenters primarily associated lands ocean waters have currents are very swift. From the discussion, it can be seen that the major difficulties faced by the fishermen is the capital factor for the preparation of seeding, area and media. The event ended with a plan of assistance to the fishing activities when planting time has arrived.

Second session, held on 17 September 2012, 08.00 - 15.00 with planting material, maintenance and drying seaweed. These activities are guided by a team of experts from PT. Marinal. The event begins with a growing awareness that the model of the traditional back very far from the efforts of export quality standards. Further activities are presented on the characteristics of the products are good quality and a wide range of problems associated with not achieving quality production. From this exposure to many questions from participants on how to produce seaweed that meet export quality. To answer some of the questions participants, presenters explained about the condition of the land in the form of sea water flow conditions and media seaweed. The question of how if the water flow is very heavy so easy seaweed media abject or not in accordance with the terms of land ideal, is answered by the speaker to explain how the planting, maintenance seaweed during the growth process in accordance with the characteristics of the seed. After hours of rest, a lot of participants who ask questions and discuss about his experience managing seaweed and fish catches. Therefore many questions, make some impressions may not be presented because time has run out. This exposure is closed with a request from the fishermen to be given the latest information on the procedures and technologies to produce seaweed products and processed products of high quality seafood.

Session 3, held on November 18, 2012 at 8:00 to 15:00 with material seaweed pests and diseases and their control. These activities are guided by a team of experts from PT. Marinal. The event begins with exploring the experience of fishermen facing the pest seaweed and mushrooms during storage of processed seafood and efforts made by fishermen to control or treat the disease. From the results of this exploration can be known disease or pest seaweed and cause mildew on processed seafood products. The next activity presented seawater flow requirements, where planting media, environment, weeding, and so on to produce products that meet the quality seaweed. From this exposure to many questions from participants about how to deal with several pests and diseases when breeding. To answer some of the questions participants, presenters explained about the economic loss if not done pest control. After hours of rest a lot of participants who ask questions and discuss about some of the types of drugs that have not known a form, manner of purchase, and the price. For that presenters provide photographs of pests and insecticides that can be used by fishermen. This exposure is closed with the promise of PT. Marinal to provide simultaneous information about matters relating to the seaweed business through cooperation with existing cooperatives.

Evaluation activities. This activity works well with the following indicators: (a) The level of attendance is very high, judging from the number who attended the first session as much as 94%, 90% second session and three days to as much as 96% of the 50 invitations (b) Enthusiasm participants is very high which is shown by the number of active participants asked. Most of the participants involved in the discussion, disclosure issues, and pepecahan problems faced by fishermen and members of the cooperative. (C) The results of interviews showed that participants felt there is a new science, particularly related to the manner of planting and pest control measures and cause fungal diseases. (D) Speakers deliver material with mixed language (Indonesian and English Madura) makes participants easily understand what is meant by the speaker.
3.3. Assistance Activities

Mentoring activities conducted after the training. This mentoring activities intended to further strengthen the theory that obtained when the training participants. Through assistance from experts, fishermen gain knowledge and practical experience in the field. This assistance activities carried out both to fishermen and to the cooperative management. Assistance to fishermen more focused on seaweed cultivation techniques and product quality processed marine products, while assistance to cooperative management aimed at developing cooperative management. Here are the details of the assistance activities.

**Technical Assistance Seaweed Cultivation and Marine Processed Products Results.**

This assistance activities carried out by a team of experts from PT. Marinal to fishermen. Field assistance activities carried out during one and a half months, from September 19 to October 30, 2012. Activity place at the location of seaweed farming and fishing pickle product in the district of Paiton. Assistance to fishing activities carried out starting from seeding, media preparation, planting, and maintenance, storage and processing of the production process of products. So there are two groups was accompanied the group of seaweed cultivation and production group processed marine products. Form of assistance is used more emphasis on the form of advisory group, namely mentoring is done in groups through the concept of teaser, love, care. This form is chosen because this form in addition to more efficient, also further enhance cooperation among members. This model is also more effective because it plays an indigenous fishermen kinship with the slogan "tretan dibik" or as your own, so the activity is taking place more lively and full of family.

Assistance activities carried out in the field one of the fishermen, and in groups of fishermen noticed briefing conducted by the expert team of PT. Marinal. Likewise for the production of seafood processing group, using equipment owned by one of the home industry in Sumber Anyar and there are some equipment that was loaned by PT. Marinal like pressing tool and oven and sterile. After mentoring activities in the field, mentoring activities continued at a beachside hut in the village Sumber Anyar Jabung Sisir located around the land of fishermen. Simple building built independently by fishermen was used to meeting members of the group of fishermen to discuss various issues related to its business.

**Evaluation Activity (Discussion).** The observation during the mentoring process and the interviews with fishermen and the companion there are some obstacles encountered during mentoring activities, namely: (a) the time or schedule of mentoring, the month of September is the moment of harvest season seafood and seaweed nurseries. Therefore the continued assistance implemented by not following the written schedule (b) Therefore, the number of fishermen very much, the assistance can not be carried out individually, but in groups. Although the implementation of mentoring in groups has benefits for foster togetherness and sharing scientific training fishermen, but the results of mentoring in groups suspected of less give maximum results. In addition to some of the above constraints, factors which strongly supports these activities are: (a) fishing is very high motivation to gain new knowledge about the technicalities of managing the seaweed is very encouraging experts to provide advisory services to the maximum (b) Support local government officials, especially the village and subdistrict heads very helpful in moving fishermen to participate in this program (c) The good cooperation between the cooperative board, experts from PT. Marinal, and experts from the academic team of lecturers very helpful smoothness of these activities.

3.4. Assistance Administration Cooperative
Administrative facilitation of cooperative activities conducted on the cooperative board to help them carry out the administration of the cooperative are easy, reliable, effective and efficient. This assistance activities carried out by a team of academic lecturers. Administrative facilitation of cooperative activities conducted on September 18 until October 30, 2012, in the house of the head of fishermen community as well as the chairman of the cooperative.

Given the three cooperatives are still new, where the cooperative has had a cooperative legal entities, but do not have AD/ART and mechanisms note that standard, then the cooperative administrative guidance material aimed at assisting the development of cooperative administration which include the development of: (1) List of Cooperative Management (2) Sign Supervisory Cooperation (3) Book of Genesis Important Note (4) List Manager and Employee Cooperative (5) Guest Book (6) Book Agenda (7) Member Savings Books (8) Book Member List (9) Notebook Supervisors (10) Book Prompts Agencies Other (11) Book Inventory (12) Books Members Meeting Minutes and Decisions (13) Books Minutes and Resolutions of the Supervisory (14) Books Minutes and Resolutions of the Board (15) Book Prompts Officials Cooperatives (16) Member Suggestions Cooperatives Books.[3]

**Operations Evaluation.** The observation during the mentoring process and the results of interviews with fishermen cooperative management and the companion there are some obstacles encountered during mentoring activities, namely: (a) the time or schedule of mentoring is highly dependent on the willingness of cooperative management. Considering they have a busy life as a fisherman, then the time assistance is mostly done the afternoon or evening. (b) Not all cooperative management have the same absorption of knowledge, so that assistance activities require more time. In addition to some of the constraints above, the factor that supports this activity are: (a) Motivation fishermen cooperative management is very high to learn and develop new cooperative they established a motivator and morale boosters experts to provide advisory services to the maximum. (b) Support local government officials, particularly the village and subdistrict heads very helpful in moving the fishermen to follow the program.

3.5. Results Activity (Analysis and Reflection).

In general, the purpose of the assistance program for fishermen this partnership is to improve the lives of fishermen. Achieving this goal through improving the ability of fishermen to process and produce seaweed and processed products quality seafood exports, strengthening of fishing cooperative organizations, and strengthens a partnership between fishermen and exporter company processed seafood products (in this case is PT. Marinal), PT. Marinal are companies that export seafood to Japan Yag processed. His experience in developing products processed marine products, as well as the presence of one of the programs that corporate social responsibility is good reason to empower and social programs the company is to help improve the welfare of fishermen.

As described in the previous section, that in order for this partnership program can be achieved to the maximum, then the process of development involving partnerships carried out by PT. Marinal since early in training activities and assistance to fishermen. More clearly, the relationship between training, mentoring and partnerships can be described as follows.
Figure 2. The results of the development partnerships

The picture above shows that the ultimate goal of this activity is the increased welfare of fishermen. Given the various limitations of fishermen, then the program partnerships with large companies that already have experience in the field of processing and marketing of marine products is needed. More clearly the contents of the partnership between the Cooperative and PT. Marinal is as described below.

**Partnership forms.** Efforts to create a partnership between fishermen and other parties can only be done if the fishermen have an organization whose members are fishermen. Therefore, the existence of cooperatives whose members are fishing very important. The partnership program was not established between fishermen individually with PT. Marinal, but between cooperatives whose members are fishermen with PT. Marinal. Forms of partnership activity is manifested in a memorandum of understanding signed by both parties it. Term of the partnership is only 1 (one) year, which is valid for a short period of time in 2013. This partnership is intended to provide space for both parties to mutually evaluate the usefulness and shortcomings of the agreements that have been made. Kesepakatan weaknesses that can be detrimental to one hand only will be felt for a period of one year and a new agreement can be made better. Conversely, if both parties feel the benefit of the partnership agreement they make, can be made repeated disagreements by both parties. In general, the contents of the MoU in question includes such things as presented below.

**Partnership objectives.** The partnership program between the three Cooperative and PT. Marinal basically has the goal of forming mutually beneficial joint venture between the two sides in the cultivation of seaweed and processed seafood products. Based on this goal seems that the partnership model that emphasizes the symbiotic mutualism, which is mutually beneficial partnership split into two parties that are expected to be able to sustain this partnership.

**Rights and Obligations of Partners.** To ensure a mutually beneficial partnership, then each parties have obligations which also describes the rights of other parties. Obligations of each parties agreed upon by both parties are as follows. The PT. Marinal have the following obligations: (a) Facilitating venture capital loans to financial institutions if required by the Cooperative of fishermen (b) Facilitating the procurement of materials and equipment to the supplier. (c) Provide technical assistance in the implementation of the agreed cultivation from seeding to drying. (d) Purchase the entire production of the Cooperative Fishermen based on quality and price according to agreement. Fishing cooperatives parties have obligations as follows: (a) Provide for a stretch of land seaweed business and production equipment processed marine products approved by PT. Marinal. (b) Carry out operational activities both on land and in the storage area with cultivation technical standards agreed. (c) To bear the operational costs such as labor, materials and equipment purchases, and other costs, ranging from nursery, until the delivery of seaweed and processed products in the warehouse PT. Marinal (d) Cooperative
fishermen banned from selling seaweed and processed products grown PT. Marinal it to other parties.

**Depositing Mekanismen Description, Quality and Price Seaweed Production.** In the agreement the two sides have also been arranged parties on how the mechanism of deposit products, product quality and product prices as follows. Depositing fishing cooperative entire production to the PT Marinal with the requirements of the following conditions: (a) Conditions should be dry seaweed. (B) the amount of a mixture of other types of foreign objects, stone, sand and gravel. (C) Salinity attached to seaweed kept to a minimum (d) the high content of water must be maintained. (E) Seaweed is placed in a sack that has been set. Quality and safety requirements of seaweed are as follows: (a) The value of a sensory test Euhema has a value of 7, (b) the value of Gelidium has a value of 7 (c) Gracilaria has a value of 7 as well. (D) water content maing each with a value of 30 to 35%, 15 to 18% and 15 to 18%. Tangible results of this research activity is Kesepamahan Memorandum has been made between the fishing cooperative with PT. Marinal.

**4. Conclusion**

Based on the results of the mentoring partnership between fishing cooperative with PT. Mrinal Indo Prima, we can conclude the following matters: (a) the potential production of seaweed and processed products in Probolinggo very nice because the beach tidal conditions suitable for growing seaweed. Production potential is also supported by the overseas market demand is still much to seaweed superior quality. However, the limited financial resources and limited human resources make fishermen are not able to take advantage of opportunities and strengths, (b) To improve the competitiveness and the ability of fishermen in Probolinggo necessary partnership between fishermen with parties who have the potential and ability to develop this business. Development partnership program should be based on the principle of interdependence and mutual benefit. Partnership activities developed must begin with the training and mentoring of seaweed farming and processed fish products to improve the quality of production in order to compete in international markets (c) To increase the bargaining power and competitiveness of the fishermen, the existence of a cooperative with highly reliable management required. Therefore assistance on an ongoing basis to the management of cooperatives as well as increased participation of members is required. In order for this partnership program can be achieved to the maximum, then the process of development involving partnerships carried out by PT. Marinal Indo Prima since early in training activities and assistance to fishermen. The relationship between training, mentoring and partnerships can be described as follows.

![Figure 3. The results of the development partnerships](image)
The picture above shows that the ultimate goal of this activity is the increased welfare of fishermen. Given the various limitations of fishermen, then the program partnerships with large companies that already have experience in the field of processing and marketing of marine products indispensable. Given the potential for fishermen to improve their standard of life is very wide open, then the government needs to make facilitation parties to create mentoring activities in order to establish partnerships with various parties, with the concept of mutual salling.

5. Acknowledgements

Department of Trade and Industry, Cooperatives and SMEs, PT. Marinal, Village and Sub-district Government Paiton,

6. References