**GOVERNMENT AND ENTERPRENEURS**

**CORNCERN IN OVERCOME THE POVERTY LEVEL**

**ON THE AREA OF MUSI RIVER**

Heriyanto

Heriyanto@mail.binadarma.ac.id

Faculty of Economics - University of Bina Darma

Aprilyanti Pratiwi

Aprilyanti\_Pratiwi@mail.binadarma.ac.id

Faculty of Communication – University of Bina Darma

**SCIENTIFIC SUMMARY**

*Poverty is a complex problem because it related various aspects such as the rights to food, health, education and so on. It is necessary to support and cooperation from the community, government, officials and entrepreneurs in dealing with poverty, so that poverty in Indonesia generally and in Palembang especially can be reduce. Musi River has many potential. Besides being in the middle of the city of Palembang, Musi River is also parted by the Ampera Bridge, one of the famous bridge in Indonesia. Tragically, nowadays Musi River was contaminated with pool of trash, industrial waste, mining activity, and the lack of community awareness. It is* adverse impacts *on the environment and* surrounding community. *Besides poverty, the people on the AREA of the Musi River also possess an ‘ungood’ culture because it has a strong personal environment which influenced by inherited by their predecessors. Now potential of the Musi River has not been properly excavated.
This is evidenced by the low utilization of the Musi River as a tourist attraction for local and foreign tourists.*

*This paper aims to formulate a concept to overcome the poverty level on the AREA of Musi River. This idea is written by the analysis of some of the problems that occurred in the surrounding community with a logical solution based on a review of thought and observation by making the Musi River as a tourist attraction known as the world community so that can be assist surrounding communities in overcoming the problems there.*

*Based on the idea, known that Musi River has a lot of good potential as a tourist attraction and has a high history.*

*Lack of awareness of community to cleanliness of the river Musi is one cause of pollution of the Musi River. Other causes are due to industrial waste which is bad for the people themselves. Solutions provided is to make Musi River ​​as a water attractions interest by local communities and the world that aims to help communities around the AREA of the Musi River in order to earn a decent living and have a good personality. The development is facilitated by government agencies, officials, owners of the companies capital that involves the Musi River which had a negative impact the waste industry and also supported by the CSR fund . The development is done by building a complete infrastructure of restaurants, lodging, entertainment and souvenir shops of the town of Palembang.*

*Keywords: government, entrepreneur, poverty, water attraction*

**Background:**

Musi River in Palembang, South Sumatera, and its tributary is the important thing of the history. Musi River not just a place of running water but it also a memory of a great history. In the BC, for example, the river is a significant role in the development of civilization of Pasemah along the Bukit Barisan. Musi river which also helped support the glory of the kingdom of Srivijaya which is the largest maritime empire in the archipelago with a strong influence to the rest of Asia to Africa. Musi river also contribute support the glory of the kingdom of Srivijaya which is the largest maritime empire in the archipelago with a strong influence to the rest of Asia to Africa. In the Palembang Darussalam Sultanate and the Dutch colonial era, Musi River still plays an important role. In establishing civilization, besides being a source of clean water, economic activities such as agriculture and fisheries, Musi River also serves as a means of transportation and socio-cultural activities. Musi River is also a buffer of natural balance or the environment, especially in water control.

Poverty that exists around the AREA of the Musi River is big enough. This is evidenced by the lack of various aspects in terms of food, health, education, employment and so forth. The data obtained through monitoring said that the majority of the population around the river has a decent job, followed by a personality that is not good, population have a strong character.

Why is there such a thing? How to overcome the problems of poverty that exist in Palembang? It’s good to find the way to overcome the poverty problems in Palembang. If the problem of poverty has been completed, the community will be a prosperous. Poverty rate of Palembang city would be reduced and economy would be better.

These research findings are different from previous studies because in this study government and business work together in alleviating poverty. Whereas in previous studies each of government and entrepreneurs running their own efforts in alleviating poverty. If there is cooperation between the government and employers, co-operation has been performed less than the maximum and did not was impressed serious.

**Aims:**

This paper aims to formulate the concept of the role of government, officials, and owners of capital in tackling poverty and beautify the AREA of the Musi River through implementative, effective and efficient in developing the potential of Musi River that is a water attraction.

**Design:**

Identified the potential of Musi River, the government of South Sumatera since two years ago launched the Visit Musi. This is a program of river excursions in South Sumatra, a program that many people considered pretty smart. However, this program is not supported by the processing of the river. Condition of the AREA of the Musi River was damaged, especially forests and swamps AREA. Most of the tributary was narrow, swallow, and buried. This condition is clearly visible in Palembang, which is the center of the Visit Musi program. Regional governments do not want to miss to promote this tourism potential. Variety of activities such as cultural festivals, various ceremonies and traditional arts activities, international fishing activities are organized to attract local and foreign tourists. Visit Musi 2008 looked colorful and majestically. President Yudhoyono attended the launching ceremony which was held in Benteng Kuto Besak (BKB) Palembang. Variety of national and regional events were held to support the Visit Musi 2008. But what had happened, the program only lasted 1 year, there is no follow-up and continuity of the program.

Beside Musi River and the Ampera Bridge, Palembang city still has so many other tourism potential such as Kemaro Island, Punti Kayu Forest Tourism, Kawah Tekurep Area, Masjid Agung Area, Benteng Kuto Besak, Battle Monument 5 days 5 nights, Arabian Village, Kapitan Village, Balaputera Dewa Museum, and Sultan Mahmud Badarudin II Museum. Beside that, Palembang still has so many culinary such as pempek, lenggang, laksa, tekwan, model, celimpungan, and martabak HAR. Songket cloth and Tanggai dance are Palembang’s art potential. Dempo mountain and Ranau lake are outside Palembang’s tourism potential. With all the great potential, the government of South Sumatera and the government of Palembang city should more concerned in the tourism sector to increase local revenues.

**Potential Impact:**

Musi River is the longest and the biggest river in South Sumatera, it’s the meeting place of several tributaries: Komering River, Ogan River, dan Lematang River. Musi River as the way of transportation of water used by people who are from the downstream of Musi River and upstream to transport agricultural produce or fish catches (freshwater and saltwater fish). Identified this condition restaurant is the appropriate means built in this area of water attractions. This restaurant is located on the Musi River which is a floating restaurant, create an atmosphere that is different from the other restaurants. The restaurant serves Palembang culinary such as Fish Pindang and Fish Pepes, so it can be used as a culinary attraction of Musi River AREA.

Because the Musi River stretching from upstream to downstream, and it is located in the middle of Palembang, which is connected with the Ampera bridge it is potential to build the lodge and houseboat. The development of lodging and floating homes are needed for local travelers and foreign tourists who come to the Kemaro Island. Kemaro Island is an island which is quite popular in Chinese communities of Palembang and outside Palembang. Kemaro Island pretty crowded on certain days like Chinese New Year, Cap Go Meh and on holidays. This is the background for the manufacture of a place of lodging. Besides this, the floating Lodging also provides a rare sensation, so that makes people want to enjoy the lodge and floating, enjoy it with complete facilities and comfortable.

It is also needed to development the place of specialty food sales and special craft of Palembang on the Musi River bank. Every tourist who visit the town that they were visited want to buy souvenir. In Palembang the tourist can buy souvenir such as Songket, miniature of Ampera Bridge, and so on. So that Musi River AREA become more lively and more colorful interested by domestic and foreign tourists required to make food and craft sales center along a special Musi River bank.

Because Palembang has not had a lot of entertainment venues so Palembang society thirsty for entertainment venues. These facilities provided in places of entertainment:

1. Construction of a floating theater, the construction is done because of the small number of theaters in Palembang.
2. Construction of a museum about the history of the city of Palembang.
3. Karaoke spot for families.
4. Providing facilities such as banana boat water games, by providing convenience and security to visitors.

Water transportation is a useful facility that must be met for the smooth activity of the community and tourists visiting attractions in the water and also to the surrounding AREA around the Musi River.

Based on existing empirical facts and solutions ever offered, the breakthrough efforts to increase the potency of the Musi River can be done by making the Musi river as a water attraction which has many concept facility:

1. Construction of floating restaurant

2. Construction of the lodge and houseboat

3. Center gift shop on the AREA of the river floating Musi

4. Spot of entertainment

5. Floating supermarket

6. Facility a floating game

7. Musi river as the cleanest and beautiful river either at the time of day or night.

**Managerial Impact:**

This concept is solution responding to the issues raised in Palembang. This concept can overcome the problem of poverty that occurs on the AREA of the Musi river that positively impact the reduction of unemployment, changing the mindset of people around the AREA of river Musi and can create good relations between communities and government and owners of capital.

The idea of ​​building this water attraction can implemented properly if supported by strategic things as follows:

1. The participation of the company to develop a water attraction.
2. Attention and full support from the government in the creation of water attractions.
3. Government and NGOs (non-governmental organizations) immediately have a target to implementation this program which able to make Musi River as an icon of the Palembang.
4. Commitment between the government and local communities in order to maintain, making the water attraction of Musi River known worldwide.
5. Provide well-being job opportunities of local people through attraction of this water and facilitate the construction of houses for the public AREA of the Musi River.

The idea of ​​increasing concern for governments and owners of capital in tackling poverty through the development of the AREA by the Musi River water attraction. Water attraction consists from the construction of restaurants, lodging, gift shops, and entertainment venues (floating theaters, museum, karaoke spot, and providing water games). It can provide job opportunities especially communities around the AREA of the Musi River.

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