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The Existence of the Betel Lime Business on Sugara Island

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ABSTRACT

Research objective: Describe the existence of the Betel Lime Production Business in Sugara Island Village. The approach used in this research is qualitative with historical methods. Data collection was carried out by observation, interviews and documentation. The research subjects were the village head, chairman of the betel lime business group, betel lime entrepreneur. There are research instruments including interview guides and recording equipment and writing instruments. Data were analyzed using data reduction techniques, data presentation and drawing conclusions. Validity testing is carried out through extended observations, increased persistence and triangulation. Research Results: The existence of the Betel Lime Production Business on Sugara Island to this day still exists to maintain the traditions that exist in the family of betel lime entrepreneurs. The diversity of the whiting business has also become one of the means of improving the community's economy and developing tourism in the tradition of whiting production which is currently rare. Implementing the whiting production business itself includes preparing raw materials, burning, mixing and storing or packaging and marketing. The conclusion of this research is that the results provide an explanation that the existence of the whiting production business on Sugara Island has become part of the history and traditions of the Sugara Island village. The existence of the Betel Lime Production Business on Sugara Island has become the only center for making Betel Lime in South Kalimantan. The existence of this production business also provides the uniqueness of superior products in Sugara Island Village. This business also provides employment opportunities for the people in the village. The importance of maintaining family traditions for some of the people there has made the Betel Lime Business on Sugara Island continue to survive to this day.

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1. INTRODUCTION

South Kalimantan is a province with a variety of natural resources. It is known that South Kalimantan also has abundant land and rich biological diversity, its natural treasures include wealth from land to sea. There are various types of marine life endemic to Indonesia in the waters of South Kalimantan. Apart from that, the distribution of seaweed in various coastal areas also varies(Lasabuda, 2013). South Kalimantan has unlimited natural resources, so it produces varieties that can meet the needs of the Indonesian people (Putro et al., 2024).

South Kalimantan's natural wealth is also found in the fisheries sector, whose resources are very rich. But not just fish, other marine potential is freshwater shellfish. Kepah clams are animals similar to shellfish, but smaller and with harder shells(Adimarta & Nopriyanti, 2020). Most of the contents of the shell are used as food, with benefits such as being rich in protein and calcium, while some of the shell is used to make decorations and other purposes. One other benefit that can be used from shells is as done by the people in Sugara Island Village, Kab. Barito Kuala.

The community uses shells as raw material for whiting production. Even though it is called betel lime, it is actually not made from betel leaves. It is called whiting because it was originally used by ancient people as a mixture of betel nut (areca nut for eating), so the term whiting has been passed down from generation to generation.Sihwatik (2017)argues that if traditional proverbs or expressions are difficult to interpret, apart from that, according to Archer Taylor, proverbs are impossible to interpret. Like whiting, this whiting cannot be defined because lime is not actually made from betel leaves, as is the proverb about betel which is passed down from generation to generation.

To make betel lime, a special shell called kepah shell and keladan bark (keruing) are used as ingredientsraw material for making whiting. Quoting information from the online news horticulture.sariagri.id written byAndry & P (2020), the only place producing whiting in South Kalimantan is Sugara Island which is located in Alalak District, Barito Kuala Regency. Sugara Island's whiting production has a long, unique history and has been passed down from generation to generation.

The community uses this whiting production business as income so that daily household needs are met. Even though sales of whiting are starting to decline, they have not decreased drastically. This is one of the reasons why whiting is still produced by the people of Sugara Island, apart from the fans who still exist, whiting production has been a business and occupation for generations for the people of Sugara Island Village and is also the reason they continue to produce whiting.

Carrying out a production certainly requires raw materials. Raw materials are one of several elements that must be present in a production. In its implementation, whiting production in Sugara Island Village uses kapah shells supplied by the people of Kec. Aluh-aluh District. Banjar.

Meanwhile, research on the existence of businesses was also previously carried out by Nor Nazmi., (2021) Social Sciences Education Study Program FKIP ULM Banjarmasin with the title The Existence of Warung Wadai 41 as a Social Sciences Learning Resource using descriptive qualitative methods. In contrast to previous research, this researcher's research focuses more on the existence of whiting production businesses. Apart from that, the researcher also limits this researcher's problem to the existence of whiting production, because the focus of this research is the existence of the whiting production business on Sugara Island.

Meanwhile, the existence of betel lime production in Sugara Island Village has become part of history for the local community and the production of betel lime has been around for decades, to be precise since 1940 and still persists to this day. This production originates from previous ancestors, showing that whiting has been part of the cultural heritage and tradition passed down from generation to generation on Sugara Island. Betel lime is not made from limestone like on the island of Java, but from kepah shells. The existence of kepah clams in Kec. Aluh-aluh District. Banjar which is adjacent to Sugara Island Village. The availability of kapah shellfish is sometimes influenced by season or weather conditions. On the other

hand, during the journey there are of course several things that are challenges faced in carrying out this business, namely the existence of young people who still do not want to continue this business due to minimal wages and work that is not easy.

By paying attention to these problems, strategies can be needed to overcome limited raw materials, increase wages for craftsmen, overcome contract problems and expand the market for whiting products from Sugara Island. Therefore, the researcher limits the problems discussed to only the production part of the Betel Lime Business. Currently, it is important for researchers to preserve the whiting production business so that its existence continues because the whiting on Sugara Island is one of the unique local wisdoms. Researchers have an interest in researching the things described above. Therefore, the title chosen by the author is "Portrait of the Betel Lime Business on Sugara Island".

2. METHODS

In this research, researchers applied qualitative methods with a descriptive approachqualitative approach, the researcher tried to observe what happened in the field related to the existence of the Betel Lime Production Business in Sugara Island Village(Bado, 2022). The descriptive method in this research is a research method that analyzes and describes the existence of the whiting business on Sugara Island.

The subject of this qualitative research focuses on the people of Sugara Island Village, including production business owners and employees as well as other related parties who can provide relevant information(Danuri et al., 2019).

In order to expedite the research process, researchers utilize several tools, such as:

1. Observation, Researchers used the observation method in this research by observing every activity that occurred in Sugara Island Village, especially at the betel lime production house(Hasanah, 2017).
2. Interview, a form of face-to-face verbal communication carried out between two or more people using questions and answers(Edi, 2016). Unstructured interviews were conducted in this research, to allow for more flexible and open delivery techniques, thereby facilitating interaction and communication. Despite this, interviews still follow standardized and purposeful guidelines. Various parties became research sources, including the owners or employees of the whiting production house in Sugara Island Village, as well as related agencies that supported data collection for this research.
3. Documentation, Researchers carry out documentation to obtain data in order to further strengthen the data that has been obtained from observations and interviews(Mappasere & Suyuti, 2019). This data includes a profile document of Sugara Island Village, records of population data and geographical location data of Sugara Island Village. Apart from that, there is also photo documentation and recordings of interviews, and records of training activities that researchers participated in related to production activities.

Data analysis begins by reviewing all data collected from various sources such as interviews, observations and documentation(Saadah et al., 2022). The data was then analyzed through three main stages, namely data reduction, data presentation, and drawing conclusions(Sugiyono, 2013). Researchers ensure the validity of the data by carrying out internal validity checks or checking the reliability of the data through extensive observation, increased persistence, and triangulation(Bado, 2022).

3. FINDINGS AND DISCUSSION

The implementation of this research took place at the Sugara Island Betel Lime Production House Jl. Sugara Island, Sugara Island, District. Alalak, Barito Kuala Regency, South Kalimantan 70126. Sugara Island whiting production has a long history and has always been passed down from generation to generation, as confirmed by Mr Hairani (57), one of the owners of a whiting business in Sugara Island village. Mr. Abdul Kadir (74), explained that the Betel Lime business on Sugara Island has existed since the colonial era, namely around 1945. Because he is the third generation successor to this business. He

said that when he was a child, his grandmother and grandfather taught him how to run a whiting production business. As attached in the interview below.

> *"So, we are starting to get really old in Mangapur. Since I was still a child, I have been taught by kai versus my nini. My mun is still refined, it's around 1945. If you count it, I'm already the third descendant. "Above me there is my mother and my father, and above me, there is my kai wan, my nini."*.(Interview July 11, 2023)

In maintaining the whiting business from generation to generation, what is done is to pass on the capabilities of this business to each lineage. In this case there have been 4 successive generations. Starting from Alm. Mr. H. Kadir's grandfather, late. Mr. H. Kadir's parents, continued to H. Kadir and currently running it is Mr. Bulkini. However, before Mr. Bulikini there was his older brother, namely Alm. Volunteer. This was obtained through an interview with Mr. Bulkini (44), namely,

> *"Betel lime here has been passed down from generation to generation, it seems like it has been around for decades, almost hundreds of years. Dating chiefdoms have been passed down from generation to generation. I'm just a descendant of the ampaat pang who actually knows that, who is above the other chiefatuan who doesn't know. So, in 1945 it was already here, so it's estimated from my father's receipt that my wife, Sidin, just died a long time ago, bro, it's been four years. So when Sidin died, he was almost a hundred years old, so that's ninety, but Sidin was still calcified. So, above the Sidin leadership, it is the Sidin leadership that manages it. Well, the one on land who was betamu pian was ading sidin, ading abah ulun. This father will continue too, so Sidin is already 74 years old. Only then did my older brother, my older brother's father, die, then I was the one who carried it on."*. (interview, July 18, 2023)

In line with Bulkini (44), Mansyur (42), an academic at FKIP ULM, gave the following statement in an interview conducted on Friday, May 3 2024:

> *"Based on the sources I got, the existence of the Betel Lime Business on Sugara Island dates back to around the 1940s. And its existence cannot be separated from the naming of areas called "Pekapuran" or "Pakapuran". These areas are spread across several regions, including Central Amuntai HSU, North Daha HSS area and Pekapuran Raya & Pekapuran Laut Banjarmasin. However, I myself didn't know that the Sugara Island area was also called Pekapuran village either."*

The information above also shows that the existence of a whiting production business on Sugara Island has existed since the 1940s. Even though there is still minimal supporting physical data, this is supported by data from interviews with whiting entrepreneurs on Sugara Island. This businessman still survives to this day.

Apart from H. Abdul Kadir's family, on their journey there were also several people who ran a whiting production business as well, namely Hairani, Fahriyah, Agus Jawiyah, Misnah and Manan who had similar family ties. Apart from that, there are several lime entrepreneurs who have not continued their whiting production business because they died, moved house and changed professions. These include the late H. Anang and the late Suriani who died but none of their descendants wanted to continue the business. Aluh Ganyau moved house to the Sungai Lumbah area. Muhammad Sahruji chose to change professions to become someone who only helps production businesses due to constraints on production capital funds. It is very unfortunate that in the history of this production business there is no physical evidence, but only a story by word of mouth based on the stories of previous parents (Uzhma et al., 2024).

At a different time, Mr. Muhammad Sogel (67), explained that he and his wife, Misnah (67), started a whiting production business since the beginning of their marriage, namely in 1989. He and his wife continued the business that had been run for generations by their in-laws. The late father-in-law, Mr. Muhammad Sogel, started a lime production business in 1971. Just like Mr. H. Abdul Kadir's family, Mr. Sogel does not have any documents or physical evidence regarding the history of how his family started the whiting production business. Conclusions were obtained through the interviews attached below.

> *"So I'm going to fight my wife, Manus will start my wife's business, this business has been passed down from generation to generation. However, my two wives started when we first got married, around 1989 until Wahini. But before us, there was my wife's account, which actually dates back to 1971. This is the wife who*

we work with, just to support our family. But it's a shame, Pang Wahini, this guy is supan and kada, but he wants you to work on Mangapur. In fact, there is no harm in trying to continue with the existing business. It's like my child, but I still don't have any intention of starting Mangapur, but hopefully AI Kaiana Hakun will continue the business that has been passed down for generations. That's all we hope for, bro, Wahini. In fact, if you just calculate it, there's only a profit that you can get. Even though it's hungry, bro. But that's okay, as long as you have enough gas to make a living, at least you have the gasan to exchange baras against iwak, it's a good thing you can save up money."(interview, August 3, 2023)

Based on the results of the interview above, it can be concluded that this whiting production business has been around for a long time. And it continues to be run by the family because it is a business that has been passed down from generation to generation. However, currently there are obstacles because there is still no young generation who wants to continue this business. Including the son of Mr Muhammad Sogel himself.

According to the results of an interview with Mr Bulkini (44) on July 18 2023.

"So the whiting in our container is different from the whiting in other containers. We offer unique flavors, because the process is unique. Usually 2 to 5 male wan binian are the ones doing the work, but mostly the pang binian are the begawian. The first thing we do is to dry for kapah versus kupak, approximately 12 hours if it rains. If it's already dry, just continue to burn it. Before burning the kapah opponent kupak, arrange it neatly like a box, then layer it in up to 9 layers. It was neat but it had just been burnt. "It takes approximately 8 hours to burn it."(Interview, July 18, 2023)

He said that the whiting in Sugara Island Village is unique in the way it is processed. Making whiting is usually carried out by men and women simultaneously. To make whiting, the number of workers is 2-5 people, but the majority are women, namely middle-aged housewives, while men take on a heavier share of the work than women do. This production activity starts with drying Kapah (Conch Shell) and Kupak (Kruing Bark) for 12 hours if the weather is not rainy.

When it is dry, continue with the process of burning the kapah and kupak. In this process, the peels are first arranged lengthwise in the image below. Then the kapah is placed on top of the kupak until it accumulates 9 layers of kupak and the kapah is then burned. This burning process takes 8 hours. The following is a picture of the process of preparing the kupak and kapah before burning.

When it is ready, it continues with the process of burning the kapah and kupak. This process takes approximately 8 hours. This burning is usually carried out from night until dawn. However, in its implementation it is also necessary to consider weather conditions. Because if it is exposed to rainwater, the results of burning the kapah will be unusable. Therefore, when burning, if it is cloudy, a cover or hatap is needed. Usually what is used to cover here is a tarpaulin stretched over ropes and poles. To carry out this process, it requires 2 to 4 people, but this is adjusted to the number of kapah that will be burned (Ihsan et al., 2024).

The next process after burning the kapah and kupak is the process of cleaning the kapah from the remaining kupak ash by winnowing to separate the kapah and the ash left over from burning the kupak. After being collected, the kapah is winnowed to separate the kapah and the ash left over from burning the kupak. This separation is done so that the results of burning the kapah when it is ground are not black or gray because it is mixed with ash from the kupak. This process usually requires 2 to 4 people, the same as the previous process, the number of workers is influenced by the number of kapah being burned. In this process each worker is given a wage of Rp. 1000,- perblek.

Followed by the process of smoothing the kapah into flour by mixing it with boiled hot water. When hot water and dry cotton wool are mixed, a reaction occurs which results in bubbles appearing in the container. Kapah and this is like boiling water even though the process is not carried out over fire. After boiling, it will produce grains like flour. The flour is still in rough condition. Therefore, a further refinement process is needed, namely pounding. This pounding is done with an iron stick which is pounded into a container of lime flour. This process requires one to two people, depending on the amount of kapah raw material being processed.

This process produces flour-like granules. The results of the ground flour will then be made like lime dough by mixing cold water. The flour is then stirred using a long wooden stick like a paddle.

This process takes approximately 12 hours to produce whiting that is ready to be packaged. This flour then takes approximately 12 hours until it becomes whiting which is ready to be packaged. In this process each worker is given a wage of IDR 12,000 perblek.

The process of packing whiting on Sugara Island itself is still done manually. The packaging uses large plastic which is the same size as the chalk container (Blek). This lime or blek container is a large used jar that has been cleaned first before being used as a packaging container. This block is used as a unit of measurement in buying and selling whiting.

People in the village of Sugara Island work as whiting makers for several reasons, namely to continue their parents' work, to fill their free time and increase their family income and there is no job that suits their skills.

Source ofantarnews.com (2021)Demand for whiting made from shells is very high, especially from various regions in Kalimantan to Java. Several companies have offered cooperation with large production quantities but this has not been able to be fulfilled due to constraints on raw materials and lack of labor.

Home industry or what is usually called small industry is a business that utilizes the physical form of goods to meet needs, usually done at home(Syahdan, 2019a).

As said bySyahda n, (2019)that the business of making whiting is a home business or small business that has been carried out by the people of Sugara Island Village. This whiting business is a privately owned business, a business passed down from parents to successors to this day and assisted by employees from the whiting business. There are 6 whiting business owners in Sugara Island Village, namely H. Abdul Kadir, Muhammad Sogul, Ifah, Agus Jawiyah, Hairani, and Manan.

Table1Betel Lime Production Data in Sugara Island Village (blek units) in 2023

No.	Name of Business Owner	January	February	March	April	May	June
1.	H. Kadir	200	200	190	190	190	190
2.	Hairani	200	180	180	180	180	190
3.	Muhammad Sogel	180	180	160	160	160	160
4.	Fahriyah	170	170	150	150	150	150
5.	Agus Jawiyah	150	140	140	130	130	130
6.	Manan	120	120	100	100	100	100
	Amount	1020	990	920	910	910	920
				5670			

Source: Data processed by researchers, 2023

Based on the whiting sales table above, it can be seen that from January to June 2023 there was a decline in sales compared to the previous one. In January, whiting produced reached a total of 1020 cans of blek per month and each month experienced a monthly decrease. In producing whiting, one of the owners, Muhammad S, in January fortnightly 90 cans of blek, and a month it reached 180 but experienced a decline in production from March to June a month only reached 160 cans of blek. H. Kadir in January-February every two weeks 100 cans of blek and a month 200 cans of blek has decreased to 190 cans of blek. Owner Ifah January-February per fortnight 85 cans of blek, a month 170, but experienced a decrease in production of 150. Owner Agus Jawiyah in January-February per fortnight 75 cans of blek, a month 150. Owner of Hairani January-February per fortnight 100 cans of blek , and 200 a month, and also decreased to 180 cans of blek and the owner of Manan January-February per fortnight 60 cans of blek, 120 a month to 90 blek cans. The whiting business owner has a contract for the area to be sold, but business owners H. Kadir, Mulkini and Ifah experienced a decline in production and sales in the contract agreement due to the goods purchased being sold slowly and the goods still not being paid for or owed by them. distributor. Businesses in making whiting because the reduced production of whiting can affect their economic income. Total whiting production during the last six months was 5670. This reduction can be seen in the table below.

Table 2 Data on Betel Lime Production in Sugara Island Village (blek units) in 2022

No.	Name of Business Owner	January	February	March	April	May	June
1.	H. Kadir	200	200	190	190	190	190
2.	Hairani	200	180	180	180	180	190
3.	Muhammad Sogel	180	180	160	160	160	160
4.	Fahriyah	170	170	150	150	150	150
5.	Agus Jawiyah	150	140	140	130	130	130
6.	Manan	120	120	100	100	100	100
7.	Alas	90	80	70	65	60	60
8.	Muhammad Sahruji	90	80	65	50	40	30
	Amount	1200	1150	1055	1025	1010	1010
				6450			

Source: Data processed by researchers, 2023

In January, whiting produced reached a total of 1,180 cans of blek per month and each month experienced a monthly decrease. In producing whiting, one of the owners, Muhammad S, in January per fortnight, 90 cans of blek, and a month it reached 180 but experienced a decline in production from March to June a month only reaching 160 cans of blek. H. Kadir in January-February every two weeks 100 cans of blek and a month 200 cans of blek has decreased to 190 cans of blek. Owner Ifah January-February per fortnight 85 cans of blek, a month 170, but experienced a decrease in production of 150. Owner Agus Jawiyah in January-February per fortnight 75 cans of blek, a month 150. Owner of Hairani January-February per fortnight 100 cans of blek , and 200 a month, and also decreased to 180 cans of blek and the owner of Manan January-February per fortnight 60 cans of blek, 120 a month to 90 blek cans. Aluh also experienced a decline in production from the initial 45 blocks per fortnight in January, to 30 blocks per fortnight in June. Like Muhammad Syahruji, he also experienced a decrease in production every month, from initially 90 blocks per month to just 30 blocks in June. The total production for six months here is 6450 blek.

Based on the two tables above, there has been a decrease in the amount of whiting production. This happened because there was a reduction in entrepreneurs running their own lime businesses. Some did not continue because they moved house and there were also those who ran out of funds to provide initial capital for production.

Based on an interview with Mr. Bulkini (44) on July 11 2023, the initial production capital required is IDR 4,500,000. These funds are used to buy raw materials and provide wages to workers. The profit from this production capital reached Rp. 4,500,000,-.

Based on information obtained from one of the owners of a whiting production business named Mr. Muhammad Sogel (57), on July 11 2023, he said that the owner of a whiting production business in Sugara Island Village uses blek cans as a place or container for whiting. Blek cans are cans made of zinc in a rectangular shape with a net weight of 4 kg. To fill whiting weighing 20 kg, the price for a single can of blek is IDR 80,000.

In its development, of course every business run by each person has its ups and downs. Just like this whiting production business. Every entrepreneur faces various challenges. Both in terms of the environment and weather, availability of raw materials, selling prices and market and consumer availability. In its development, various methods are needed to be able to maintain the business that

has been run. This is in accordance with the results of the interview with Mr Muhammad Sogel (57) attached below.

> "We are here, the sabanar is also Pang Mangapur. There are all kinds of things to go through here. Starting from a rainy day, go looking for food, don't buy it, the price is reasonable if it's right. Han is all kinds of things. But thank goodness we can just subscribe to gasan betura kapah wan kupak versus gasan manukari subscription. But our regulars are the manukari ones in Martapura, there are also those in Kandangan. "Usually the fruit is just kaina mahabari but it's also lime-washed." (interview, July 11, 2023)

In a different place, Mr. Bulkini (44) gave information when interviewed by the author as below.

> *"Inya so-and-so ai, I'm here to help Mangapur ni Matan sublime pang. Every morning at dawn, Urang Maayat has been built to look at this lime dowry. Mun was surprised that the story of his transfer had already been told. Bahari aruah kuitan bini opponent aruah nini I will trade for lime nih bajaja mangayuh matan Laut nih until you get to the estuary of Kalayan there. There are those who pay the pay first. It's so nautical. But wahini is grateful that my father has just subscribed to me and he will be able to capitalize first when my father almost goes out of business. Many of these sidin customers also come to Central Kalimantan, there are rich people in Palangka Raya, Muara Teweh, Kapuas, many other countries. Thank God, it's just comfortable, but people don't say anything, friends, they just go straight to me or call straight away, so the result is that our friends are in Mangapur. "My brother's death, my daughter's daughter, Nang Hakun, is continuing this family business that has been passed down from generation to generation."*.(interview, July 11, 2023)

Based on the two pieces of information above, researchers can conclude several things, including: Firstly, in its journey, the whiting production business has gone through various challenges to be able to maintain its existence, including the availability of raw materials, natural and weather conditions, market prices and market and consumer availability. Second, in maintaining its existence, the whiting entrepreneur himself carries out various businesses, both by inheriting the business, establishing cooperation with various consumers, and making adjustments to the surrounding environmental conditions, especially the use of technology. Thirdly, it is important that there be official written historical records related to the history of this whiting business. Betel lime production on Sugara Island is the only one in South Kalimantan, making it an important asset for the region and local community, especially Barito Kuala Regency (Rahimah et al., 2024). .

Even though its existence has been around for a long time now, the production or manufacture of whiting itself has decreased. There are several problems behind the decline in whiting production on Sugara Island, including:

1. Limited Raw Materials

The process of making whiting faces problems in the supply of raw materials, especially shells. The minimal supply of shells, especially during the rice harvest season, is an obstacle to whiting production.

2. Dependence on Raw Material Supply

The main obstacle felt by whiting producers on Sugara Island is dependence on the supply of raw materials which is always increasing, but must still be purchased.

3. Low Wages

Sugara Island whiting craftsmen earn low wages, namely around IDR 12,000 per box of whiting. This shows that there is a problem related to wages that are not commensurate with the effort put in.

4. Market Limitations

Even though it is popular in various regions, whiting production from Sugara Island may face market limitations outside the Kalimantan region. This can be an obstacle in expanding the market reach for whiting products.

5. Contract System Problems

For sales, whiting business owners sell whiting to consumers using a contract system. However, this is also a problem because purchasing through this contract experiences a number of obstacles, thereby reducing the sales contract between the whiting owner and the consumer (Yati et al., 2024 .

However, several things have been done by each whiting production entrepreneur to be able to maintain their production business. Things that are done by using social media to promote their business, collaborating with the local government in promotion and coaching and collaborating with third parties (banking) for capital assistance. This was confirmed by Arafik (56) in the interview below:

"We from the village have helped the betel lime production business by facilitating and always bringing Betel Lime as a superior product in our village, not only that, we also provide capital assistance through third parties, namely banking which provides assistance to the People's Business Cooperative (KUR). "The village is bridging the KUR management."(Interview, May 2, 2024)

Not only that, through an interview, Bulikini (44), a whiting entrepreneur, also explained that they asked for help from academics, in this case several lecturers from Lambung Mangkurat University, who cannot be mentioned yet, and from which study program and faculty, to introduce this whiting production business. to the students of each lecturer so that whiting can be known.

"We are really grateful, the lecturer's mother who came to UNLAM was the one who was clever and brought a childstudent"It's a shame to come here and research how to learn whiting here, and also promote the business we are running (Interview, 18 July 2024)"

The KUR financial assistance amounted to Rp. 10,000,000,- which was distributed to ten whiting entrepreneurs in 2019. Each entrepreneur received Rp. 2,000,000,-.

The mass media has also collaborated with Betel Lime Entrepreneurs including Trans7, Banjarmasin Post, Garuda TV which broadcast coverage related to Betel Lime on Sugara Island through their respective YouTube channels. This was conveyed by Bulkini (44) through an interview with the author.

"Thank God, there are already many people who want news about this whiting. Starting from Banjarmasin Post, Garuda Tv,untilTrans TV. And those who know everything are on YouTube, but TransTV actually broadcasts it on TV (Interview, 11 July 2024)"

Adapting skills in the field of technology is also a method used by Mr. Bulkasni (44) as he explained in the interview below:

"Wow, thank God, we sell whiting while Bajaja is rich in Bahari, Bahari is aruwah Mama Oppo Nini, we are Sidin Bejaja Bakayuhkalotokuntil you serve there versus the old market. Mun wahini we are waiting for information to come from subscribers who usually order on our platform. Sidin just had to wait but didn't order lime, so the end result was that we just had to worry (interview, July 11, 2023)".

From the explanation above, it can be concluded that various things have been done to overcome the problems in the operation of the whiting production business. Promotion of business on social media, collaborating with local government in promotion and guidance as well as collaborating with third parties (banking) in providing capital assistance, collaborating with academics in research related to whiting and collaborating with mass media to disseminate information related to business whiting production.

4. CONCLUSION

The existence of the whiting production business on Sugara Island has become part of the history and traditions of the village of Sugara Island. The whiting production business existed before the formation of the Sugara Island village itself. The existence of the whiting production business is estimated to have existed since the 1940s. Its existence cannot be separated from the efforts carried out by the family because the whiting production business is a business inherited from the previous family.

In maintaining the whiting business itself, of course it experiences various ups and downs. These challenges include the availability of raw materials, market availability, capital availability, as well as the existence of young business successors who are still not interested in continuing this business. However, behind this there are several things that have been done to be able to maintain the business, including stocking raw materials such as shells or kapah in advance, asking for help from the village

government and various other parties in promoting the whiting business, having People's Business Cooperative (KUR) facilities from the local government. banking, and always instilling in young relatives that the business they run will provide income and always maintain the family's hereditary business which is currently almost extinct.

Banjar Regency BPBD has made a significant contribution to disaster management in the region. In carrying out its duties, the Banjar Regency BPBD follows established procedures, starting from the pre-disaster, emergency response and post-disaster stages. Various activities are carried out in an effort to minimize the risks and impacts of disasters, as well as to restore post-disaster conditions. Apart from that, Banjar Regency BPBD activities also reflect social values that are very important for social life, including responsibility, care, mutual help, discipline and cooperation. These values are the basis for BPBD to carry out its work efficiently and effectively and maintain good relations with the community and various related parties. Thus, the existence and performance of the Banjar Regency BPBD is not only a symbol of success in disaster management, but also a good example in implementing social values in every aspect of its activities. This strengthens the role of BPBD as one of the front guards in protecting and serving the community in Banjar Regency.

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