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Water Resources Development Strategy Based On Organizational Change Development

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Abstract

The small population of Fakfak Regency is not an obstacle to developing businesses to manage water resources into bottled drinking water. This is based on the fact that the need for healthy drinking water is a basic need in human life. The research aims to prepare an assessment of the readiness of micro and small businesses to manage water resources into bottled drinking water in Fakfak district. Descriptive research uses a qualitative analysis approach to test the feasibility of a bottled drinking water business. Data was obtained through a simple assessment technique of respondents' opinions using the Balanced Score Card matrix as a reference. Respondents were determined deliberately, and were well known by researchers as parties who were related to water resources. Data is processed in stages using conversion techniques, weighting techniques and gap analysis. The research results show that managing water resources into bottled drinking water is not only very profitable economically, but also helps accelerate economic development for Fakfak district.

Keyword: *water resources, drinking water, micro small bisnis, OCD, Fakfak.*

1. Introduction

The existing area of Fakfak Regency is mostly a hilly area with limited surface soil availability. Water resources for public consumption needs in urban areas are generally obtained from surface water originating from rainfall. However, Fakfak district also has several good sources of clean water, so that the quality can be improved for drinking water. Amidst the difficulty of obtaining clean water sources for households from wells and water drilling; So the solution for bottled drinking water is a very open business opportunity.

According to (BPS, 2022) the total population of Fakfak district is only 89 thousand people, spread across 17 sub-districts, with a total area of 14,320 km². These demographic facts show that the population density level of Fakfak district is very low and most of it is concentrated in urban areas only.

Managing water resources at the water source point into bottled drinking water still provides a large market opportunity because it is difficult for people to obtain clean water quality standards that are suitable for consumption as drinking water. According to (Sarwenda, Oktarianita, Amin, & Wati, 2022) water treatment units must meet the requirements according to Indonesian National Standard (SNI) 6774 of 2008, concerning procedures for planning drinking water treatment installation units. Likewise, the processed water must meet the standards of Minister of Health Regulation Number 32 of 2017, concerning clean water standards. Furthermore (Cepeda, Silamba, & Sasior, 2023) said that water processing for consumption in West Papua must pay attention to the quality of the water source to meet drinking water quality standards. Things that are important to pay attention to include physical, chemical, biological and especially microbiological characteristics.

The problem that then arises is the readiness factor of micro and small scale drinking water businesses in following regulations and the bottled drinking water business. Business actors need to realize that water must really be processed like an industry, even on a micro-small business scale. Thus, business actors in the regions must be ready to develop themselves in business management by applying the principles of organizational change development. According to (Dewi, Kasali, Balqiah, & Widjaja, 2017) developing a business organization is not just a matter of leadership, but also involves various things that become the readiness of a person's characteristics as a true business actor starting from the ability to innovate, work ethic, motivation, managerial, creativity, creation of superior products, and productive behavior.

The research aims to prepare an assessment of the readiness of micro and small scale business actors to manage water resources into bottled drinking water in Fakfak district.

2. Material and Method

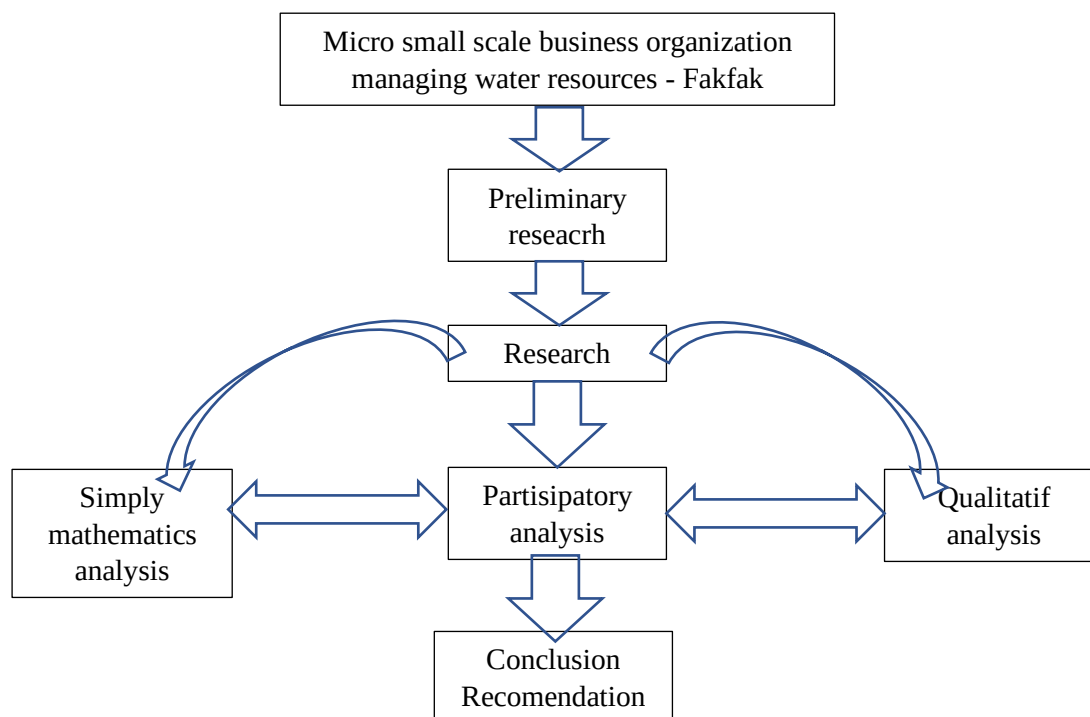
The research objects are human business actors who manage water resources into clean water and drinking water. The scope of observations was carried out in the clean water source area in Air Besar village, Central Fakfak district.

Descriptive research using a combined qualitative approach method, carried out from August to December 2023. Data was obtained using appraisal techniques, based on the results

of interviews and direct observation of the research object. The use of appraisal techniques allows researchers to carry out weighting so that the data can be processed to find gap values.

2.1 Design Study

The research design is very simple qualitative research based on the empirical conditions of the object under study. The need to accelerate the economic development of Fakfak district by encouraging micro and small businesses to utilize limited water resources to become bottled drinking water businesses is the focus of the research objectives. Thus, the design of the research implementation stages is presented as in Figure 1 below;



Figure's 1. Research design

2.2 Data Analysis

The quantitative approach is also carried out simply by using weighting techniques and simple arithmetic calculations combined with a gap analysis tool (shift-share gap analysis). The results of calculating the gap values are presented in the form of a spider web diagram. According to (St. Jubaidah, Mantasiah R., 2017), and (Ghoniya, Yulianto, & Prabowo, 2016) by using a spider web diagram display, it can be easily seen the level of gap between each observed factor.

A compilation of weighting techniques helps make it easier to measure the size of the gap, both positive and negative gaps. From the magnitude of this gap value, the empirical conditions of each factor can be known regarding the substance of the research. According to (Verdian, 2016) weighting is a quantitative technique that can be used to help qualitative research explain

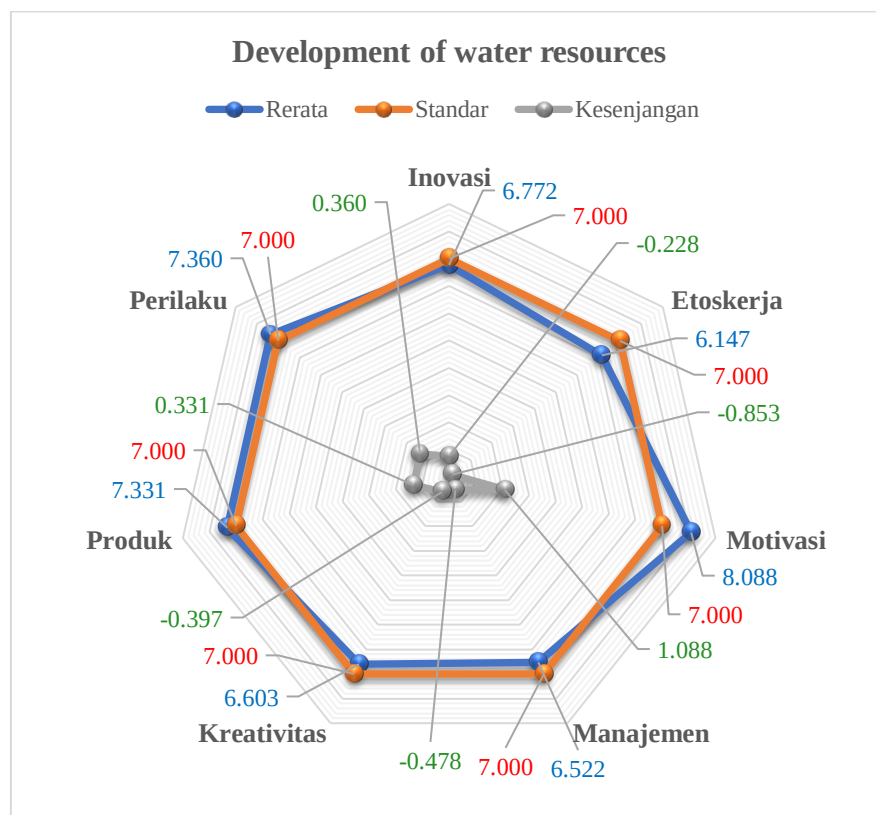
phenomena that actually occur, through the representation of numbers that reflect the advantages or disadvantages of a factor.

In data analysis with a compilation of weighting and gap techniques, previous researchers have determined minimum achievement standard figures. This standard number is useful for measuring a factor being studied, if it is applied and developed into empirical activities, it can be successful or not (Soedrijanto, Istiqomah, & Soeprijadi, 2021). Deficiencies or weaknesses that can result in failure are reflected by negative gap values; conversely, advantages or strengths can be seen from positive gap values (Soedrijanto, Istiqomah, & Rizkina, 2020). Furthermore, researchers can qualitatively compile a description of the causes of this gap based on experience and empirical observations when conducting research.

3. Result

The results of the analysis show that to develop the use of existing water resources in Fakfak district, into bottled drinking water; Starting with the need to try to know and understand the ins and outs of the bottled drinking water business organization. Limited water sources, working capital, familiarity with drinking water quality standards, and process technology are basic reasons that must be understood before running a business. This is very important to dispel the notion that the origin of water is the same.

The results of the analysis of several factors are presented in the following figure;



Figure's 2. Webbed diagrams with shift share gap analysis

Bottled drinking water business actors in Fakfak district have very strong business motivation, but this still needs to be followed up with efforts to improve various other factors. This is shown by a gap score of 1.088. The fact that supports this is the emergence of bottled drinking water products produced by local businesses, although they are still limited to marketing in Fakfak district only. Even though market coverage is still within the district area; However, the large number of district areas that require the availability of bottled drinking water for various household needs, as well as various traditional activities and other ceremonial activities turns out to be a very promising marketing opportunity. Product and product behavior gap scores also have a positive value of 0.360 and 0.331 respectively, indicating that the existence of the product which currently exists has been well received by the public, because the product looks good and its availability is always available on the market.

In fact, this condition is not fully supported by other factors studied and is shown by negative gap scores such as: work ethic (-) 0.853; business management (-) 0.478; creativity (-) 0.397; and innovation (-) 0.228.

The results of this analysis show that the business thinking of bottled drinking water entrepreneurs is still limited to marketing their products only within the Fakfak district. The fact that there are still many locations that are difficult to access, but which really need a supply of bottled drinking water, is another reason that strengthens the argument that business actors are still too focused on limited markets and have not thought about expanding their marketing coverage to other districts.

4. Discussion

The quality of bottled drinking water produced locally in Fakfak district still needs attention to be improved until it truly meets the requirements for healthy drinking water as per the quality standards for bottled drinking water. According to (Soedrijanto, Mas, Mauladi, & Prihartini, 2019) the traceability system is an important part of the quality management system to ensure food safety. This also applies to bottled drinking water products. According to (Amelia & Simangunsong, 2023) good product quality can be created if business actors really focus on doing business by prioritizing the development of business organizations so that consumers can widely trust them.

Market coverage for bottled drinking water produced by local micro and small businesses must be encouraged to develop wider marketing areas. Research (Wastuti, Sumekar, & Prasetyo, 2021), and (Sofyan, 2017) emphasize the importance of penetrating a wide market with products that suit their needs and specifications. The breadth of market coverage also determines the sustainability of a business.

Increasing the work productivity of human resources is a serious concern for micro and small scale business actors who want to develop their business in Fakfak district. Some empirical notes that are taken into consideration by business actors are aspects of work culture, work ethic related to productivity. Developing order in the business organization system is one step to overcome these productivity problems. According to (Azizah & Gunadi, 2020), it is emphasized that working in a well-organized business organization will help business actors ensure that the human resources who are part of their workforce will behave productively.

Therefore, research (Saptono, Sutanto, & Hidayat, 2020) also reports that workers will be more productive if they work with clear and measurable main tasks and responsibilities. This can be achieved if a developed business organization truly implements a neat and disciplined business management system.

Business management that develops and moves dynamically following regulatory developments and market demand by implementing organizational change development is a demand for micro and small bottled drinking water businesses in Fakfak district. According to (Narver, Slater, & Tietje, 2014) and (Cortes-aldana, Mosquera-laverde, & Vásquez-Bernal, 2021) emphasize the importance of developing business management for micro-small scale business organizations, regardless of the scale of business they run. This is very useful not only to help strengthen the existence of the business organization itself, but will also provide product trust benefits to consumers.

5. Conclusion, Implication, and Recommendation

Based on the results of the analysis, it can be concluded that: micro and small business actors engaged in the business of managing and processing bottled drinking water in Fakfak district; must continue to work harder to develop its business organization. The need for bottled drinking water as healthy drinking water for people in remote areas, villages and small islands spread across the Fakfak district will continue to increase, resulting in a need for a healthy supply of drinking water. Management of water resources as bottled drinking water in Fakfak district is a promising business and can help accelerate and equalize development.

It is believed that the implications of the research results will encourage micro and small businesses that process bottled drinking water to focus more on developing their business organization management, so that their businesses can grow. The real benefit of developing business organizations will be providing guaranteed supply of healthy bottled drinking water for all communities in Fakfak district.

The results of the research recommend that the Fakfak Regency Government pay attention to the quality of bottled drinking water, while at the same time facilitating business actors to continue to develop themselves in terms of understanding the quality of bottled drinking water, with various training programs, mentoring, comparative studies and most importantly access to capital.

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