

An Analysis Of Culture Influence Of The Trihita Karana, Community Empowerment, The Entrepreneurship Orientation, And Fishermen Institution With Respect To The Welfare Of Fishermen On The Serangan Island In Bali

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Abstract : The welfare of fisherman has become an issue that has not been solved until today. Serangan Island is located in Denpasar, which is located adjacent to several tourism destination of Sanur and Nusa Dua. The fishermans lived in Serangan Island should have been living prosperously seeing from the convenience in marketing access and the attraction of its natural beauty. Looking at their uncertainty in income, a comprehensive model is needed to improve their welfare as well as to solve poverty problems faced by these fisherman. The purpose of this research is to analyse: (1) The influence of community empowerment and Tri Hita Karana towards entrepreneurial orientation; (2) The influence of community empowerment, Tri Hita Karana and entrepreneurial orientation towards fisherman institution; (3) The influence of community empowerment, Tri Hita Karana, entrepreneurial orientation and fisherman institution towards the fisherman welfare; (4) The influence of community empowerment and Tri Hita Karana towards fisherman welfare through entrepreneurial orientation and fisherman institution. The results of this research and data analysis shows the relation between community empowerment, entrepreneurial orientation, fisherman institution, fisherman welfare and the culture of Tri Hita Karana.

Keywords: Culture of Tri Hita Karana, empowerment, entrepreneurial orientation, fisherman institution, fisherman welfare.

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I. Introduction

Poverty exist in almost every country and it always concentrated in certain places which are usually in rural area or in areas that lack of natural resources. The absolute poverty development report presented by BPS from 1990 to 2007 shows the proportion of the population living below the poverty line or not meeting basic needs and basic services in coastal areas is much greater than non-coastal areas (Bappenas, 2017).

In March 2017, the number of poor people in Bali reached 180, 13 thousand people (4,25 percent). Compared to the number of poor population in September 2016 as many as 174.94 thousand people (4,15 percent), then there is an increase in the number of poor population as mush as 5.19 thousand people (0.10 points) during those 6 months period. Both poor people in the urban and rural areas experiencing an increase based on the area of residence in the period of September 2016 to March 2017.

Fisheries are Indonesia's and ASEAN's mainstay economic sectors. Addressing problems that surround the fisheries sector is a necessity. The constraints that we face in the MEA today are not actually on the aspect of fisheries itself but rather on empowerment aspects, especially empowering fishermen. Fishermen is the main perpetory in fishery. If fishermen do not walk away from poverty, then the productivity of fish will decrease. As a result, Indonesia will only be used as a market during the MEA. But the reality that exists today if we talk about fishermen is just poverty.

Fishermen groups in the province of Bali belong to the type of small (traditional) fishermen who have a subsistence economic pattern. Their production equipment needs to be replaced with a more modern one to increase their production. However, several previous studies of large-scale fishermen show that income distribution does not favor those who are actually fishermen, including labor fishermen. This is because production equipment belongs to investors, while fishermen only act as crew members. Therefore, the production surplus is enjoyed more by capital owners and traders / middlemen (Rudiatin, 1997; Kusnadi, 2000; and Satria, 2001).

In addition to this, the weather and nature greatly affect the income of traditional fishermen, as well as the condition of the coast which is starting to be polluted also makes it difficult for them to find fish. The education of fishermen's children in Indonesia is generally still very low; there are only 1-1.3 percent of fishermen who graduate, 3 percent graduate from high school, 6 percent graduate from junior high school and the remaining 85 percent only graduate from elementary school. The low level education of the fishermen's children is certainly influenced by the low level of education and the low perception of their parents towards education (Oktama, 2013).

Consumption of fish from year to year is also increase allowing the market share of fishermen selling their catch is also growing. With the high demand and availability of fisheries resources, this is a positive condition for the capture fisheries sector in Indonesia.

Table 1: Development of Fish Consumption Rates in Indonesia (Kg/Capita/Year), Year of 2009 -2016

No.	Year	Fish Consumption Rates (Yearly/ Kg/ Capita)
1	2009	29,8
2	2010	30,48
3	2011	32,25
4	2012	33,89
5	2013	35,21
6	2014	37,89
7	2015	41,11
8	2016	43,94

Source : Sidatik, 2017

Other conditions that contribute to worsening the welfare level of fishermen are their habits or lifestyle. It is not appropriate to say that fishermen are lazy, seeing from the life cycle of fishermen who always work hard. However the main problem is their consumptive lifestyle. When they earn a lot, they did not save for lean seasons; but instead all earning is used as an opportunity to buy secondary needs. When in drought, they will eventually loan money, including to loan sharks which actually made their condition even worse. The above phenomenon is a vortex of problems that occur in fishing communities generally in Indonesia (Rahmatullah, 2010), (Amin Makruf, 2016), (Arif Zulkifli, 2013).

Small fishermen are only able to utilize resources in coastal areas with catches that tend to continue to decline due to competition with large ships and a decrease in the quality of coastal resources. Catches are also easily damaged, which weakens their bargaining position in sales transactions. In addition, the pattern of exploitative relations between capital owners and laborers and fishermen, as well as seasonal and erratic fishing businesses, causes small fishermen / fishing worker in coastal areas to find it difficult to get out of poverty and the debt entanglement of traders or ship-owners.

Coastal residents generally still have low skills so they cannot compete with other people or cannot switch to other professions other than being a fisherman. In line with the broad era of regional autonomy, and accompanied by the strengthening demands of democratization, increasing community participation, equity and justice, as well as attention to the potential of regional diversity, the development of maritime and fisheries must be focused to the regions, and the acceleration of regional economic development which is sustained by community development efforts.

Small-scale capture fisheries in Indonesia are the biggest contributors to fisheries production. In fact, around 85 percent of the workers engaged in the fishing sector are still traditional fishermen and are very far behind fishermen in other countries (Widiyanto et al., 2003). One of the strategic points of the main causes of poverty and helplessness of fishermen is the weakness of business management capabilities. This also happens because of the low level of education and mastery of skills in fisheries. Therefore, the empowerment of marine fisheries resources should be done through a closer approach with fishermen, among others by empowering small fishermen groups so they can organize their business activities.

The relationship between the empowerment of the fishing community and the fishermen institution is in empowering the community, the most important factor is how to place the community in the position of an active actors (subject) of development, not just passive recipients. The concept of community empowerment movement with the main strategy is to give power to the community. Communities must be trained in formulating their plans and implementing independent and self-help development. Therefore, in order to strengthen the bargaining position of the community, they must be gathered in a solid institution, so that their aspirations and demands can be channeled properly. This institution can also be an intermediary between the

government and the private sector. In addition, this institution can also be a forum to ensure the proliferation of productive funds among other groups.

Tabel 1.1: Number of Fishermen in the Sea by Regency / City in Bali Province in 2016

Province/ City	Total	Fishermen Category		
		Full-time Fishermen	Part-time Fishermen	Part-time Additional job
Denpasar	20.322	19.833	207	282
Badung	3.170	985	1.009	1.176
Tabanan	1.077	385	692	-
Jembrana	10.029	7.521	2.508	-
Buleleng	5.341	3.565	1.390	386
Karangasem	5.434	-	4.473	961
Klungkung	1.212	-	1.080	132
Gianyar	739	193	216	330
Jumlah	47.324	32.482	11.575	3.267

Source: Fisheries and Marine Agency of Bali, 2017

From the data in Table 1.1, it can be seen that the number of fishermen in Bali Province is still quite large, and most of them lives in Denpasar City, which is 20,322 fishermen or 42.94% of the total fishermen in Bali Province. This is certainly interesting considering Denpasar City is the center of the economy in Bali which actually has provided a lot more definite jobs such as tourism and trade, but many residents still work as fishermen with uncertain income. The potential of marine fishery sources is estimated at 26,260,509 tons / year. This potential consists of pelagic fish and demersal fish. Where this potential does not include offshore waters and ZEEI. This potential has been utilized by 45,034.40 tons, most of which are from fishing in offshore waters and the Indonesian Exclusive Economic Zone (ZEEI) (Department of Marine and Fisheries, Denpasar City, 2017). Denpasar City Government, must be more empowering fishermen in Denpasar City, given the large potential of fisheries that exist but not yet utilized maximum.

Table 1.2: Denpasar City Fisheries Production in 2016 and 2017

Type of Activity	2 nd Quarter 2016		2 nd Quarter 2017		Cultivation Production Growth (%)
	Production (Ton)	Value (Rp x 1.000)	Production (Ton)	Value (Rp x 1.000)	
Capture fisheries	261,5	7.770.763	316,1	13.316.512	46
Marine Cultivation	95,6	159.000	96,9	184.200	1,4
Jumlah	312,1	7.929.763	413	13.500.712	32,3

Source: Fisheries and Marine Agency of Bali, 2017

It can be seen from table 1.2 that capture fisheries are still the most preferred, because most fishermen work as capture fishermen. This requires further thinking considering that most fishermen in Denpasar City are traditional fishermen, so that post-capture distribution and processing needs to be considered so that prices become stable. As known that capture fishermen cannot go to sea every day due to uncertain weather conditions and catches. Post-capture distribution becomes important, considering that even though fishermen in Denpasar are in urban areas but fishermen remain price takers because when the catch is large, they only sell directly on the beach and if they are not used up they will sell it on the roadside. Fishermen become price takers because of the fear of fish caught rotting quickly.

The research problem is based on the problem which is the background of the selection of the model, focusing on improving the welfare of the people in the capture fisheries sector who live in the coastal areas, with the uncertainty of income which prevents them from being able to escape poverty. So that a comprehensive model is needed in order to solve the problem of fishermen's poverty, because the poverty of fishermen will not be able to be handled institutionally by the maritime and fisheries sector, but all related parties (Aldus Mahioborang, 2015).

Based on the facts above on improving the welfare of fishermen and their relation to the culture of Tri Hita Karana, entrepreneurial orientation, fishermen institution, and fishermen empowerment, there is a

problem in this research which are: "What is the influence of Tri Hita Karana culture, community empowerment, entrepreneurial orientation, and fishermen institution towards the welfare of fishermen on Bali Serangan Island?"

The purpose of this research is to analyze:

- 1) The influence of community empowerment and Tri Hita Karana on entrepreneurial orientation in Serangan Island, Denpasar City, Bali;
- 2) The influence of community empowerment, Tri Hita Karana and entrepreneurial orientation on fishermen institutions in Serangan Island, Denpasar City, Bali;
- 3) The influence of Tri Hita Karana, community empowerment, entrepreneurial orientation, and fishermen institutions on community welfare in Serangan Island, Denpasar City, Bali;
- 4) Indirect influence of community empowerment and Tri Hita Karana on the welfare of fishermen through entrepreneurial orientation and fishermen institutions in Serangan Island, Denpasar City, Bali.

II. Literature Review

2.1 The Concept of Fishermen Welfare

According to Midgley, et al (2000: xi) he defines social welfare as "... condition or state of human well-being." Prosperity occurs when human life is safe and happy because of basic needs for nutrition, health, education, shelter, and income can be met; and when people get protection from the main risks that threaten their lives.

The welfare theory according to Albert and Hannel (2005) can generally be classified into three types, namely classical utilitarian, neoclassical welfare theory, and new contractarian approach. The utilitarian classical approach emphasizes that one's satisfaction or pleasure can be measured and increased. The principle of an individual is to increase as much as possible the level of welfare, while for the community is that increasing the welfare of the group is the main principle. While the neoclassical welfare theory approach explains that the welfare function is a function of all individual satisfaction. Furthermore welfare theory developed and a new contractarian approach emerged that raised the maximum freedom in individual life, with the emphasis that individuals would maximize their freedom to pursue their concepts of goods and services without interference.

The poverty of fishermen consists of infrastructure poverty and family poverty. Infrastructure poverty can be indicated in the availability of physical infrastructure in fishing villages, which in general are still very minimal, such as the unavailability of clean water, far from the market, and the lack of access to fuel in accordance with standard prices. also directly contributes to the emergence of family poverty. For example, the unavailability of clean water will force families to spend money to buy clean water, which means reducing their income. Infrastructure poverty can also cause families who are in the poverty line (need poor) to fall into poor families.

2.2 Fishermen's Institutional Concept

Institutions are generally widely discussed in sociology, anthropology, law and politics, organization and management, psychology and environmental science which later developed into economics because now many economists have concluded that the failure of economic development is generally due to institutional failure. In the field of sociology and institutional anthropology many emphasize the norms, behavior and customs.

In the field of institutional political science many emphasis on the rules of the game and collective activities for common or public interests. Psychology looks at institutions from the angle of human behavior. The science of law emphasizes the importance of institutions from the perspective of law, rules and law enforcement as well as litigation instruments and processes, while in economics, institutions are branches of developing economics, often referred to as neo institutional economics, looking at institutions from a cost perspective. transaction costs and collective action.

According to Syahyuti (2003) the term "institution" has not gained a common understanding among experts. This causes the emergence of several notions and concepts that cause cannot be operationalized. The inequality of meaning occurs because each expert has a different point of view in discussing it, especially in the early days of the development of sociology. However, since the 1950s, there has been a clear distinction between social institutions and social organizations. The term "institutional" refer to a social system in question, which can be divided into two important components, namely "institutional aspects" and "organizational aspects". By distinguishing like this, the analysis can be more in depth. It allow us to know what aspects are strong and weak, and can choose strategies for its development.

2.3 Cultural Concept, Tri Hita Karana Culture and Fishermen's Welfare

Etymologically, the word culture comes from the Sanskrit language of Buddhayaha which is the plural form of the word Buddhi. Buddhi means reason or mind, while power contains meaning, strength or ability. According to Salale (2014), mind or reason is a spiritual element, and power is a physical element. Then culture is the result of mind or reason and human power. The earliest cultural concept came from E.B. Tylor (1958), in Ranjabar (2013), said that culture is a complex whole that contains knowledge, belief, art, decency, customary law, and other abilities, as well as habits obtained by humans as members of society. According to Joko Tri Prasetyo in Ishomudin (2005), culture comes from the Latin colere which means cultivating land or farming. In terms of the meaning of developing the meaning of culture as all human power and activity to process and change nature.

Culture is a collective mind programming that distinguishes members of one group or category of people from another. Culture reflects a combination of human nature and personality (Hofstede 1991). Culture is defined as the widespread and widespread norms, beliefs and values that guide the daily lives of groups (Kotter and Heskett, 2002). People doing business in the business world need to realize that there are at least three cultural levels that might affect a company's activities. This cultural level includes national culture, business culture, and organizational culture and work (Kotter and Heskett, 2002). National culture is a culture that grows and develops in a society that lives in a region (country) (Hofstede, 1991). Kotter and Heskett (2002) define the national culture as the dominant culture within the country's political boundaries, which usually displays the culture of people with the largest population or the greatest economic or political power. Therefore,

Tri Hita Karana culture is a local culture that originates from local wisdom, so it can be regarded as a national culture because various factors such as ethnicity, economy, politics, religion, or language contribute to the formation of national culture (Kotter and Heskett, 2002).

Tri Hita Karana's philosophy is known in the dimension of Balinese life which is a tradition of the Hindu community in Bali. The Tri Hita Karana principle is a philosophy taught in Bhagawadghita, which is teaching about three basic things to humans to achieve the highest happiness: Dharma or truth of God and human nature, increasing the belief in the truth of God, and how to act in God's truth (Palguna, 2007) . Tri Hita Karana is defined as three causes of prosperity that originate in harmony between: human being with God (parahyangan), human being with the natural environment (palemahan), and human beings with each other (pawongan) (Kaler, 1983; Surpha, 1991; Pitana, 1994; Dalem, 2007; Palguna , 2007; and Agung, 2009).

2.4 Fishermen Empowerment Concept

The concept of empowerment in community development discourses is always linked to the concepts of self-reliance, participation, networking and justice. Basically, empowerment is placed on the strength of individual and social levels. According to Wisdom (2006), empowerment is defined as a psychological understanding of the influence of individual control on social conditions, political power, and their rights according to the law. Meanwhile, McArdle (1989) defines empowerment as a decision-making process by people who consistently implement the decision. People who have achieved collective goals are empowered through independence, and are even required to be empowered through their own efforts and accumulation of knowledge, skills and other resources in order to achieve their goals without relying on help from external relations.

Empowerment refers to the ability of people, especially vulnerable and weak groups so that they have the power or ability to (a) fulfill their basic needs so that they have freedom, in the sense that they are not only free to express opinions, but are free from hunger, free from ignorance, free of pain; (b) reaching productive resources that enable them to increase their income and obtain the goods and services they need; and (c) participate in the development process and decisions that affect them (Suharto 2005).

2.5 Entrepreneurship and Fishermen's Welfare

According to Nikijuluw (2005), entrepreneurship comes from the word entrepreneur. According to the Longman Dictionary of Contemporary English, entrepreneurship is the ability of a person to start a business, arrange all of his business affairs, then take risks in order to gain profits. In the Big Indonesian Dictionary, entrepreneurs are likened to entrepreneurs, which means that smart or talented people recognize new products, determine new ways of production, market them, and regulate capital operations.

Furthermore Nikijuluw (2005) argues that on the basis of these two definitions, entrepreneurial fisheries SME (Small Medium Enterprise) can be interpreted as the ability of fisheries SMEs in starting and running their business in such a way through risk-taking steps to achieve profits and in order to develop their business further. Simply put, an entrepreneur is a person who is ultimately able to make a profit or profit through his business. If he is an SME actor, the person concerned has the ability, even if he is small or medium-

scale in his business, to run his business while still making a profit in the midst of the situation and conditions of risk surrounding his business.

According to Slater and Narver (1995) a business can achieve the full potential of its market orientation, when it is caused by the tendency of the right nature of entrepreneurial orientation and in accordance with the design and organizational structure. Some research on entrepreneurial orientation shows that entrepreneurship is the main attribute for achieving high corporate performance. An approach to explain the entrepreneurial orientation can be viewed from several classification reviews, among others in individual, organizational and environmental factors, and studies on entrepreneurship continue to develop in describing the characteristics of entrepreneurs.

III. Research Method

3.1 Region and Object of research

This research area includes all fishermen caught on Serangan Island, Bali Province. The object in this study is the Tri Hita Karana culture, community empowerment, entrepreneurial orientation, fisherman institutions and fishermen's welfare on Serangan Island, Bali Province.

3.2. Variables Identification

Tri Hita Karana cultural variables and community empowerment in this study are exogenous variables. The variables of entrepreneurial orientation, fisherman institutions and fishermen's welfare are endogenous variables.

3.3. Variable Operational Definition

- 1) Tri Hita Karanaculture, is the actualization of a person's behavior in his activities including in finding fish into the sea (as a fisherman) because the decisions taken are influenced by cultural identity which are values and habits that are upheld by the community on Serangan Island, Bali Province.
- 2) Community Empowerment, is an effort to create / enhance the capacity of the community, both individually and in groups in solving various problems related to efforts to improve quality of life, independence and welfare.
- 3) Entrepreneurship orientation is the nature, character or characteristics of the entrepreneurial spirit that is attached to fishermen.
- 4) Institutional Fishermen are an organized coastal community formed by coastal communities and fishermen in accordance with local conditions.
- 5) Fishermen's Welfare is a system of social, material and spiritual life and livelihood, which is overwhelmed by a sense of safety, decency and inner and inner peace that allows every fisherman to make an effort to fulfill the physical, spiritual and social needs as well as possible for the family and the community.

3.4. Types and Data Sources

The data used in this study are quantitative and qualitative data. Quantitative data, namely data in the form of numbers including data from the Central Bureau of Statistics, the Department of Animal Husbandry, Fisheries and Maritime Affairs of Denpasar City and the Ministry of Maritime Affairs and Fisheries of the Republic of Indonesia.

The data used in this study are primary and secondary data. Primary data is collected through field surveys. Primary data collection was done by questionnaire and in-depth-interview, while secondary data as supporting data in the form of existing statistical data was collected by collecting data from the Central Bureau of Statistics and the Department of Animal Husbandry, Fisheries and Maritime Affairs of Denpasar City.

3.5. Data Analysis Technique

In this study used structural equation analysis (SEM) with Partial Least Square PLS (component based SEM) alternatives. Structural Equation Model (SEM) is a statistical technique that allows testing a series of relatively complex relationships simultaneously and in stages. Complex relationships can be built between one or several dependent variables with one or several independent variables. In SEM, the variable may be a single indicator or a construct variable or a latent variable formed by several indicators. There may also be a variable that plays a dual role, namely as an independent variable in a relationship, but a dependent variable in the relationship, or with a tiered causality relationship.

Based on theoretical and implicit studies, a complete relationship between variables in this study can be made in Figure 2.1.

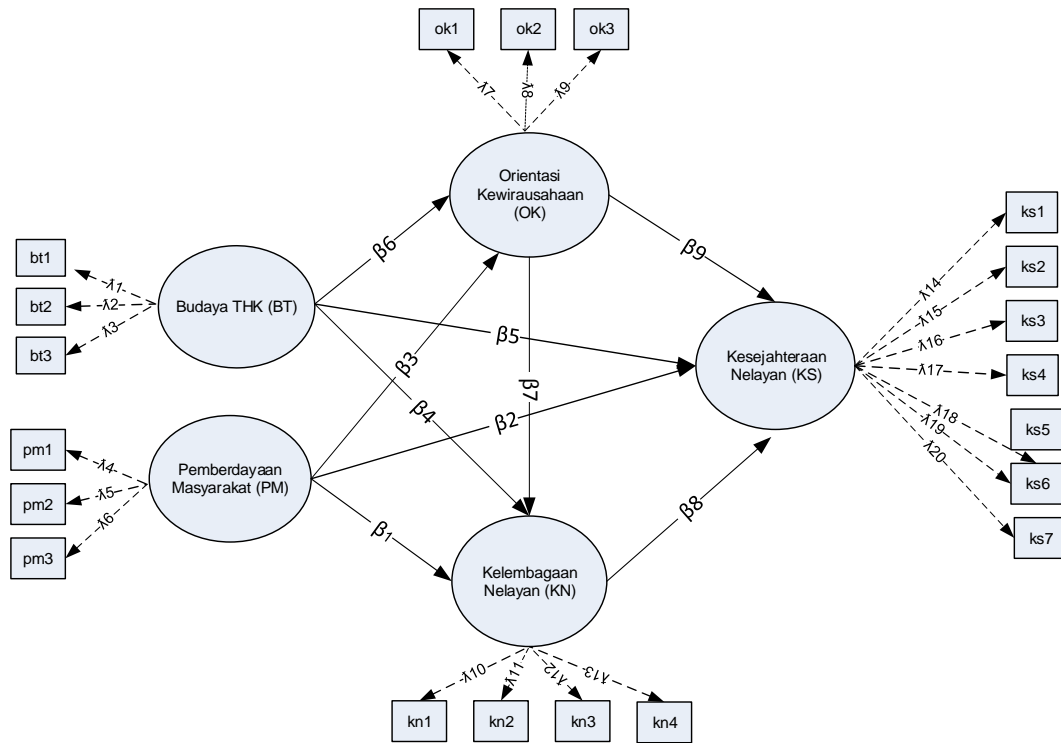


Figure 2: Path Analysis Model

Where: BT = Tri Hita Karana Culture, bt1 = Parhyangan, bt2 = Palemahan, bt3 = Pawongan, PM = Community Empowerment, pm1 = number of nodules held, pm2 = assistance assistance, pm3 = strengthening business partnership, OK = Entrepreneurial Orientation, ok1 = Innovative, ok2 = Proactive, ok3 = Risk Taking, KN = Institution of Fishermen, kn1 = Institutional objective, kn2 = Function and role institutional, kn3 = innovativeness institutional, kn4 = sustainability institutional, KS = Fishermen's Welfare, ks1 = state of residence, ks2 = health condition physical, ks3 = spiritual health condition, ks4 = income structure, ks5 = expenditure for food, ks6 = expenditure for food, ks7 = home food security fishing ladder

By using PLS technique specifies the relationships between variables, including: 1) the outer model, 2) inner model, and 3) the direct and indirect influences described as follows:

1.5.1 Outer Model

Outer models are often also called measurement models which are the relationships between indicators and their latent variables. In accordance with Figure 2, in this study there is a measurement model which is a formative indicator, namely: community culture, entrepreneurial orientation, community empowerment, institutional strengthening and community welfare.

To evaluate the validity of the outer model with formative indicators, it is necessary to observe:

- (1) Substantive content is to see the significance of weight. Formative indicators that are not significant do not need to be issued, because they will reduce the meaning of the construct. So what is considered is the outer weight, in this case loading factor to evaluate the formative construct validity.
- (2) Multicollinearity of the indicator by looking at Variance Inflation Factor (VIF). Shown with a VIF value above 10 indicates there is multicollinearity in the model.

3.5.2 Inner Model

In PLS the inner model is also called inner relation which describes the relationship between latent variables based on the substance of the theory. The equation model in this study according to Figure 2 is:

$$OK = \beta_3 PM + \beta_6 BT + e_1 \dots\dots\dots (2.01)$$

$$KN = \beta_4 BT + \beta_7 OK + \beta_1 PM + e_2 \dots\dots\dots (2.02)$$

$$KS = \beta_5 BT + \beta_9 OK + \beta_2 PM + \beta_8 KN + e_3 \dots\dots\dots (2.03)$$

Where:

KS = welfare of fishermen

BT = tri hita karana culture

OK = entrepreneurial orientation

PM = community empowerment
 KN = institutional fishermen
 $\beta_1, \beta_2, \dots, \beta_9$ = standardized coefficient
 e_1, e_2, e_3 = standard error

The evaluation of the inner model is done by looking at the magnitude of the structural path coefficient, and also the t-test statistic values obtained by the bootstrapping method. In addition, R^2 is also considered for the dependent latent variable.

In addition to R^2 , the PLS model can also be evaluated for predictive ability or predictive prevalence through the Stone-Geiser Q Square test (Ghozali, 2011). The influence of a variable on other variables is tested through direct influence or path coefficient, and to find out the role of mediating variables on the influence of independent variables on the dependent variable in PLS will automatically output the results, through indirect effects.

IV. Results And Discussion

4.1. Cultural Trihita Karana, Community Empowerment, Entrepreneurship Orientation, Fishermen's Institution and Fishermen's Welfare

The welfare of the fishing community in Serangan Island is still low, this is influenced by many factors, such as the nature, culture and human resources of the fishermen. Serangan Island is located in Denpasar City Region, precisely in the South Denpasar District which is the economic heart of Denpasar City, a strategic location close to tourist areas and access to markets should have a positive impact on the welfare of fishing communities on Serangan Island.

Most fishermen belong to working age or productive age, with a range of ages between 18 years to 72 years, the distribution of age information indicates that fishermen on Serangan Island, Bali Province are dominated by all ages, from this it can be seen that the fishing profession is still very attached to the community because it is supported by the Serangan Island environment in the coastal area. The younger generation is still actively involved in the effort to become fishermen, they are still interested in the fishermen's business even though being a fisherman in the village has a lower social status if they work outside the fisheries sector. This condition is a large capital, to be more developed in the fishery business. Because there are still productive generations who are interested in becoming a fisherman, even with uncertain income. Productivity of the fisheries sector can be enhanced by institutional roles such as in conducting institutional collective actions, because young fishermen can still be fostered and empowered to contribute to communication strategies, contribute ideas in making changes, technological innovation and understanding of fishermen provided by fisheries extension workers. From the table it is also seen that most of the fishermen are at the age of 46 years, this is still classified as productive age, but the age of over 46 years is considered old, or can no longer be educated for the development of fishermen potential in Serangan Island Bali.

Table 3.1 Distribution of Respondents' Frequency by Age

No	Age Group (years)	Frequency	
		(Person)	(%)
1	≤ 35	16	12,31
2	36 - 40	24	18,46
3	41 - 45	5	3,85
4	46 - 50	17	13,08
5	51 - 55	31	23,85
6	56 - 60	18	13,85
7	61 - 65	10	7,69
7	≥ 66	9	6,92
Total		130	100,00

Source: Research result, 2017 (Processed data)

In Serangan Island, Bali Province, it was found that most of them did not complete primary school as much as 30.77 percent and 27.69 percent had elementary education, with a junior high school education of 22.31 percent.

Based on Table 3.2 gives an indication, that with the low education of fishermen will result in the behavior of fishermen in conducting fisheries business activities such as post-harvest extensification, increase collective action to enhance the role of institutions both indigenous and national, as well as problems in making agreements (awig-awig) of fishermen and contribution of ideas and about the concept of understanding fisheries. However, if faced with technological advances that require a higher level of education, fishermen on Serangan

Island still need to improve their education. To win market competition, mastering technology is the main key, so that fishermen have high competitiveness which will ultimately improve their welfare.

Table 3.2 Distribution of Respondents' Frequency based on education level

No	Education level	Frequency	
		(person)	(%)
1	Do not finish Elementary School	40	30,77
2	Elementary School	36	27,69
3	Middle School	29	22,31
4	High School	23	17,69
5	College / University	2	1,54
Total		130	100,00

Source: Research result, 2017 (Processed data)

The majority of residents on Serangan Island in Bali Province stated that job as a fisherman is a basic job that is 63.08 percent, while as a part-time job is 36.92 percent. Based on Table 3.3 provides information that work as a fisherman is the main occupation of the community on the Bali Attack Island, because the geographical structure which is the coastal and cultural areas of fishing or fishing in the sea is a legacy of their ancestors so it is difficult to forget and switch to other business sectors, but even though being the main job, the work of fishermen cannot be relied upon to meet their daily needs because the results of fishermen cannot meet their daily expenses, so that fishermen respondent find other jobs either as laborers, or other jobs that can generate daily / monthly income and there are several fishermen respondents whose main job is as an employee or other job.

Table 3.3 Frequency Distribution of Work as a Fisherman

No	Working as farmer	Frequency	
		(person)	(%)
1	Full-time Job	82	63,08
2	Part-time Job	48	36,92
Total		130	100,00

Source: Research result, 2017 (Processed data)

Based on the results of a survey of fishermen, information was obtained that the average number of family members was 5.1 people with a range of 1 - 11 people. Most of the family members of fishermen respondents were under 4 people as much as 24.62 percent and 5-6 people as much as 62.31 percent. Table 3.4 provides information that the magnitude of the number of families in the range of more than 5-6 people as much as 10.00 percent and the range of family members above 9 by 3.08 percent, in the future requires infrastructure, especially residential infrastructure. Factors for the development of the population (number of family members) will trigger the development of land for settlements, which can be on Serangan Island or out of the island, so that it will reduce the number of people who want to become fishermen.

Table 3.4 Distribution of Frequency of Number of Respondent Family Fishermen Members

No	Number of Family members (person)	Frequency	
		(person)	(%)
1	≤ 4	32	24,62
2	5 – 6	81	62,31
3	7 – 8	13	10,00
4	≥ 9	4	3,08
Total		130	100,00

Source: Research result, 2017 (Processed data)

The number of working hours spent by fishermen on Serangan Island averages 4.98 hours per day with a range of 2 - 12 hours a day, while the frequency distribution is mostly devoted to working hours for fisheries businesses 4 - 5.99 hours per day as much as 51 , 54 percent. The amount of working hours they devote to fisheries is relatively small, this is due to the fact that most of the fishermen are also workers in other sectors, and when they go to sea more in the morning or at night.

Table 3.5 Distribution of Frequency of Working Hours Shown by Respondent Fishermen for Fisheries

No	Working Hours (daily)	Frequency	
		(Person)	(%)
1	≤ 3,99	27	20,77
2	4 - 5,99	67	51,54
3	6 - 7,99	34	26,15
4	≥ 8	2	1,54
	Total	130	100,00

Source: Research result, 2017 (Processed data)

The income of dominant respondents fishermen or as much as 28.46 percent is in the range of 21-30 million Rupiah per year. There are even 12.31 percent of the respondents' fishermen have income above 61 million Rupiah. The income of respondent fishermen when compared with the Denpasar City Minimum Wage (UMR) in 2017 is classified as varied, when compared to the UMR (Rp. 2,173,000.00) there are respondents whose income is below the UMR, but most of them are above Denpasar City UMR. As an example: The only income of the smallest respondent is Rp. 15,000,000 / year or Rp. 1,250,000.00 / month. When compared with the average number of family members of fishermen respondents consisting of five people, the per capita income is only Rp. 250,000. Similarly, when juxtaposed with the 2017 Denpasar City poverty line of Rp. 364,064 (Rp. / Month / person), fishermen in Denpasar City are below the poverty line. However, 91.54 percent of respondent fishermen, their income per capita is above the poverty line, which is an average of Rp.500,000 (Rp / month / person). This indicates that in terms of the income of the fishermen the respondents have been classified as prosperous but their income is still mediocre or on the almost poor line.

Table 3.6 Respondent Fisherman Frequency Distribution Based on Income

No	Income Interval (Million rupiah/year)	Frequency	
		(person)	(%)
1.	15 – 20	11	8,46
2.	21 – 30	37	28,46
3.	31 – 40	14	10,77
4.	41 – 50	32	24,62
5.	51 – 60	20	15,38
6.	≥ 61	16	12,31
	Total	130	100

Source: Research result, 2017 (Processed data)

4.1.1. Structural Equation Model

Based on the results of data processing obtained the estimation results of structural equation models as presented in Figure 3.1. Based on Figure 3.1 will also be analyzed the validity of the outer model, and the inner model as follows.

To find out whether the indicators used to form constructs or latent variables are valid, the following analysis is carried out. The first step is to evaluate Substantive content by looking at the significance of weight for a formative indicator. Based on Figure 3.1 it can be seen that almost all indicators contribute significantly or with P. Value less above 0.05 and statistically significant with the t-count value greater than 1.96.

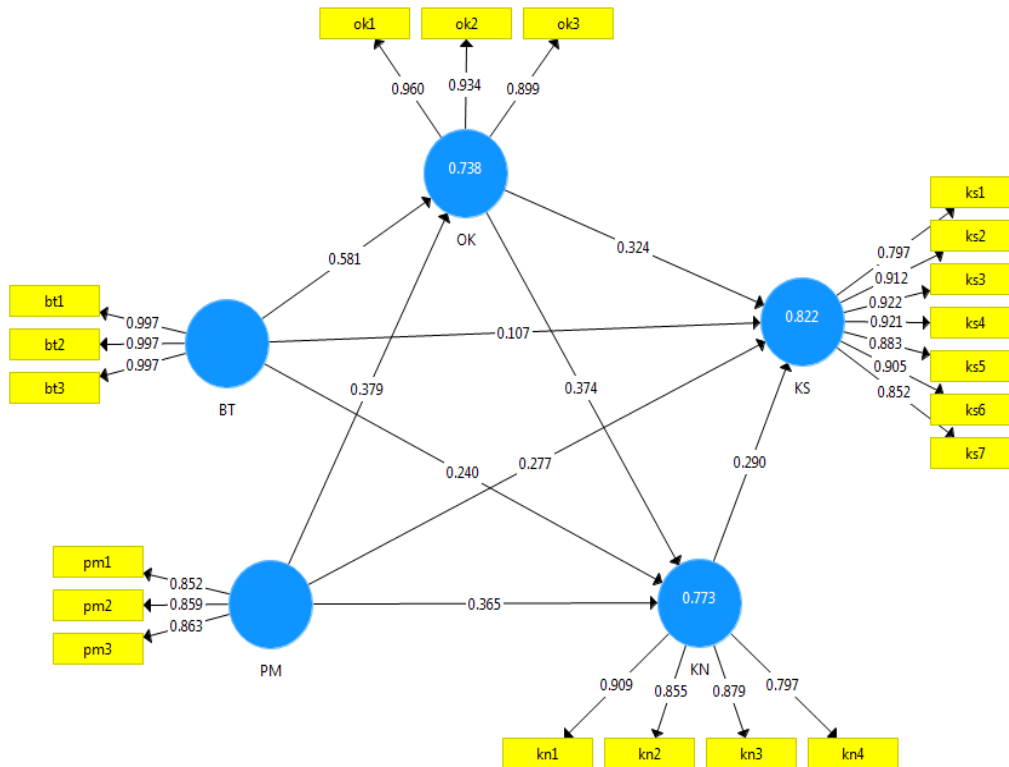


Figure 4 Intervariable Research Relations

Where: BT = Tri Hita Karana Culture, bt1 = Parhyangan, bt2 = Palembang, bt3 = Pawongan, PM = Community Empowerment, pm1 = number of nodules held, pm2 = assistance assistance, pm3 = strengthening business partnership, OK = Entrepreneurial Orientation, ok1 = Innovative, ok2 = Proactive, ok3 = Risk Taking, KN = Institution of Fishermen, kn1 = Institutional objective, kn2 = Function and role institutional, kn3 = innovativeness institutional, kn4 = sustainability institutional, KS = Fishermen's Welfare, ks1 = state of residence, ks2 = health condition physical, ks3 = spiritual health condition, ks4 = income structure, ks5 = expenditure for food, ks6 = expenditure for food, ks7 = home food security fishing ladder

1) Evaluation of measurement models (Outer Model)

To find out whether the indicator used to construct the construct or the latent variable in the study is valid, the following analysis is carried out.

a) Convergent Validity

PLS output results regarding convergent validity are presented in Table 3.7. Based on Table 3.7, it can be seen that all the indicators that make up the construct in this study are statistically significant with the t count value greater than 1.96 with p.value of ≤ 0.05 . Likewise the loading values are all above 0.50, which means that the construct made has the convergent validity requirements.

Table 3.7 Outer Loading Indicator Against Each Construction

Relationship Between Indicators with the construct			Loading	Std. Deviation	t-statistic	P value
BT ₁	←	Tri Hita Karana Culture	0,997	0,002	184,850	0,000
BT ₂	←	Tri Hita Karana Culture	0,997	0,002	181,189	0,000
BT ₃	←	Tri Hita Karana Culture	0,997	0,002	171,827	0,000
KN ₁	←	Fishermen Institutions	0,909	0,013	23,746	0,000
KN ₂	←	Fishermen Institutions	0,855	0,012	25,940	0,000
KN ₃	←	Fishermen Institutions	0,879	0,011	25,253	0,000
KN ₄	←	Fishermen Institutions	0,797	0,015	18,451	0,000
KS ₁	←	Fishermen Welfare	0,797	0,006	24,407	0,000
KS ₂	←	Fishermen Welfare	0,912	0,004	36,638	0,000

KS ₃	←	Fishermen Welfare	0,922	0,005	33,055	0,000
KS ₄	←	Fishermen Welfare	0,921	0,006	29,855	0,000
KS ₅	←	Fishermen Welfare	0,883	0,005	31,545	0,000
KS ₆	←	Fishermen Welfare	0,905	0,006	28,097	0,000
KS ₇	←	Fishermen Welfare	0,852	0,006	26,496	0,000
OK ₁	←	Entrepreneurial Orientation	0,960	0,007	54,175	0,000
OK ₂	←	Entrepreneurial Orientation	0,934	0,007	52,717	0,000
OK ₃	←	Entrepreneurial Orientation	0,899	0,009	40,740	0,000
PM ₁	←	Community Empowerment	0,852	0,022	17,830	0,000
PM ₂	←	Community Empowerment	0,859	0,019	19,703	0,000
PM ₃	←	Community Empowerment	0,863	0,018	22,393	0,000

b) Discriminant Validity

To find out the validity of a construct can also be seen from discriminant validity. Discriminant validity on the reflective indicator is to see the cross loading indicator on the construct or latent. Good discriminant validity when the indicator has a cross loading on the construct is greater than other constructs. The results of cross loading indicators for each construct are greater than other constructs. The results of cross loading indicators on the Tri Hita Karana culture (BT) construct, fishermen community empowerment (PM), entrepreneurial orientation (OK), fishermen institutions (KN) and fishermen welfare (KS) are presented in Table 3.8.

Based on Table 3.8 it can be seen that discriminant validity has been fulfilled by looking at cross loading that has been fulfilled properly, because the indicator has a cross loading on the construct higher than the other constructs. For example the BT₁ loading value of the BT construct which is the construct is 0.997 where the value is higher than the BT₁ loading value on other constructs, namely: loading BT₁ against KN worth 0.751; BT₁ loading on KS is worth 0.747; loading BT₁ against OK worth 0.794; and loading BT₁ against PM worth 0.583. Likewise, the loading ratio of each indicator against its construct also shows a higher value than the loading value with other constructs.

Table 3.8 Cross Loading Indicator Against Each Construction

Indicator	Construct				
	BT	KN	KS	OK	PM
BT ₁	0,997	0,751	0,747	0,794	0,583
BT ₂	0,997	0,752	0,742	0,803	0,581
BT ₃	0,997	0,747	0,741	0,801	0,576
KN ₁	0,652	0,909	0,777	0,740	0,701
KN ₂	0,632	0,855	0,782	0,703	0,729
KN ₃	0,600	0,879	0,703	0,699	0,653
KN ₄	0,710	0,797	0,666	0,710	0,569
KS ₁	0,619	0,740	0,797	0,628	0,677
KS ₂	0,625	0,746	0,912	0,706	0,677
KS ₃	0,659	0,755	0,922	0,785	0,773
KS ₄	0,648	0,779	0,921	0,772	0,753
KS ₅	0,616	0,710	0,883	0,771	0,679
KS ₆	0,717	0,787	0,905	0,783	0,712
KS ₇	0,732	0,765	0,852	0,800	0,655
OK ₁	0,757	0,772	0,792	0,960	0,668
OK ₂	0,741	0,738	0,797	0,934	0,667
OK ₃	0,740	0,803	0,780	0,899	0,667
PM ₁	0,533	0,667	0,654	0,663	0,852
PM ₂	0,429	0,623	0,662	0,582	0,859

PM ₃	0,530	0,697	0,729	0,599	0,863
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Source: Research Result (Processed Data)

The feasibility of the construct can also be seen from discriminant validity through Average Variance Extracted (AVE), Composite Reliability (CR) which is generally used for reflective indicators and aims to measure the internal consistency of a construct, and Cronbach Alpha. Processed data results are presented in Table 3.9.

Table 3.9 Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach Alpha on Each Research Variable

Construct	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Tri Hita Karana Culture (BT)	0,994	0,998	0,997
Fishermen Institutions (KN)	0,741	0,920	0,883
Fishermen Welfare (KS)	0,785	0,962	0,954
Entrepreneurial Orientation (OK)	0,867	0,951	0,923
Community Empowerment (PM)	0,736	0,893	0,821

Source: Research Result (Processed Data)

Based on Table 3.8 it can be seen that the construct of Tri Hita Karana Culture (BT), Fishermen's Institution (KN), Fishermen's Welfare (KS), Entrepreneurship Orientation (OK), and Community Empowerment (PM) is very good, because it has a much greater discriminant validity than 0.5 which is reflected in the Average Variance Extracted (AVE) value, and above 0.70 for Composite Reliability and Cronbach Alpha which exceeds 0.60.

Another method for viewing discriminant validity is to see the square root of average variance extracted (RSAVE) for each construct with a correlation between the constructs and other constructs as presented in Table 3.9

Table 3.10 Root Square Average Variance Extracted (RSAVE) and Interconstruct Correlation

Construct	BT	KN	KS	OK	PM
BT	0,997				
KN	0,752	0,861			
KS	0,746	0,853	0,886		
OK	0,802	0,828	0,848	0,931	
PM	0,581	0,773	0,795	0,717	0,858

Source: Research Result (Processed Data)

Table 3.10 shows that based on the square roots value of AVE with the correlation of latent variables greater than the variance together with other constructs, the test results on constructs are declared valid. For example the square roots value of the AVE BT construct with a correlation to the BT construct is 0.997, where the value is greater than the value of the variance with other constructs, namely: with the KN construct worth 0.752; with a KS construct worth 0.746; with an OK construct worth 0.802; and with a PM construct worth 0.581.

4.1.2 Evaluation of the Goodness of Fit of Inner-Model

This study uses PLS-SEM to estimate and test the significance of relations between constructs based on the results of the outer-model analysis that has been declared reliable and valid. Thus, based on the results of the analysis, information on the data analysis obtained can be used as a guideline for how strong the data obtained is transmitted to the level of use of the regression statistical method, so that it can be used as a reference in predicting the effect of independent variables on the dependent variable, as well as the success rate of using the method. statistics in presenting the results of dimension-based analysis (Bagozzi and Yi, 2012), the best estimation model for improvement to research recommendations (Weston and Gore, 2006). PLS-SEM used in this study was sourced from SmartPLS version 3 (Hair et al., 2014).

PLS-SEM presents the coefficient of determination R² that provides information on how much variation in values from independent variables can have an impact on changes in the dependent variable included in this study. If the value of R² is equal to or greater than 0.75 percent, it can be considered substantially that the role of the independent variable is sufficient as a predictor of changes in the value of the

dependent variable included in the research model. Nonetheless, if the R2 = 0.50 is obtained, it can still be seen that the information presented in the independent variable is moderate, but if it is smaller than R2 = 0.50, the variation in the value of the dependent variable that can be explained by the independent variable becomes very weak. (Hair et al., 2011). Table 3.10 shows the R2 value of each dependent variable in this study.

Table 3.11 R-square Value

Variable	R Square	Information
Entrepreneurial Orientation (OK)	0,738	Moderate
Fishermen Institutions (KN)	0,773	Strong
Fishermen Welfare (KS)	0,822	Strong

Source: Research Result (Processed Data)

The results of R² analysis obtained from the results of the calculation show a wide distribution. Table 3.11 presents the results of calculations obtained using the SmartPLS version 3.6 software, which is the R² value. The R² value of 0.822 for KS is strong, and the R² value of 0.773 for KN is also strong, then the R² value of 0.738 for OK is moderate as a predictor of changes in the value of the independent variables included in this research model. Based on Table 3.10, R² values for KS and KN are strong, R² for OK is considered moderate. If you see the distribution of R² values as a whole, it can be stated that most of the dependent variables have relatively adequate information.

Validation of the research model can be done by two methods, namely the predictive relevance of Stone-Geisser approach (Stone, 1974; Geisser, 1971; Geisser, 1974). Another way that can be done to obtain the quality of the research model for a number of constructs used is through a goodness of fits (GOF) due diligence as recommended by Tenenhouse et al. (2004). Nevertheless, formative and reflective incorporation does not provide an opportunity for the use of the GOF method, due to the unavailability of standard deviation information individually on the formative model (Davinci and Tenenhouse, 2008). Then based on Stone (1974) and Geisser (1974), the following formulation of the model is described:

$$Q^2 = 1 - [(1 - R12) (1 - R22) \dots (1 - Rp2)] \dots \dots \dots (5.1)$$

$$Q^2 = 1 - [(1 - R12) (1 - R22) (1 - R32)]$$

$$Q^2 = 1 - [(1 - 0,773) (1 - 0,822) (1 - 0,738)]$$

$$Q^2 = 1 - [(0,227) (0,178) (0,262)]$$

$$Q^2 = 1 - 0.0105 = 0.9894$$

Based on the calculation results obtained Q² value of 0.9894136 can be interpreted that 98.94 percent of the variation of the fishermen's welfare variable (KN) is expressed by the variation of the Tri Hita Karana (BT) culture variable, Entrepreneurship Orientation (OK), Fishermen's Institution (KN), and Empowerment Community (PM), while the remaining 1.06 percent of variations in value changes in fishermen welfare variables cannot be explained by exogenous latent variables (BT, OK, KN, and PM), and determined by other factors not included in this research model.

4.1.3 Direct Influence Test

The relationship between research variables (latent variables) can be explained by analyzing direct influence, indirect influence, or total influence. To find out the direct influence between variables can be seen from the results of the analysis of the path coefficients shown in Table 3.12.

Table 3.12 Path Coefficients (Direct Influence Between Research Variables)

Variable	Original Sample	Standard Deviation	T Statistics	P Values	Information
BT → KN	0,240	0,080	2,984	0,003	Significant
BT → KS	0,107	0,087	1,225	0,221	Unsignificant
BT → OK	0,581	0,080	7,226	0,000	Significant
PM → KN	0,365	0,087	4,178	0,000	Significant
PM → KS	0,277	0,087	3,197	0,001	Significant
PM → OK	0,379	0,083	4,586	0,000	Significant

OK → KN	0,374	0,077	4,884	0,000	Significant
KN → KS	0,290	0,091	3,199	0,001	Significant
OK → KS	0,324	0,099	3,279	0,001	Significant

Source: Research Result (Processed Data)

Where: BT = Tri Hita Karana Culture; KN = Institution of Fishermen; OK = Entrepreneurial Orientation; PM = Community Empowerment; KS = Fishermen's Welfare.

Table 3.12 shows that the Tri Hita Karana culture has a positive and significant effect on fisherman institutions, and entrepreneurial orientation. However, the Tri Hita Karana culture has no significant effect on the welfare of fishermen as evidenced by a P Value of 0.221, where the value is greater than 0.05 so that it is declared insignificant.

Furthermore, the institutional variables of fishermen have a positive and significant effect on the fishermen welfare. Likewise, the entrepreneurial orientation also has a positive and significant influence on fishermen's institutions and welfare. Finally, it was seen that community empowerment also had a positive and significant influence on fishermen institutions, fishermen's welfare and entrepreneurial orientation. The relationship of variables as presented in Table 3.12 can also be illustrated through path diagrams, as presented in Figure 3.2.

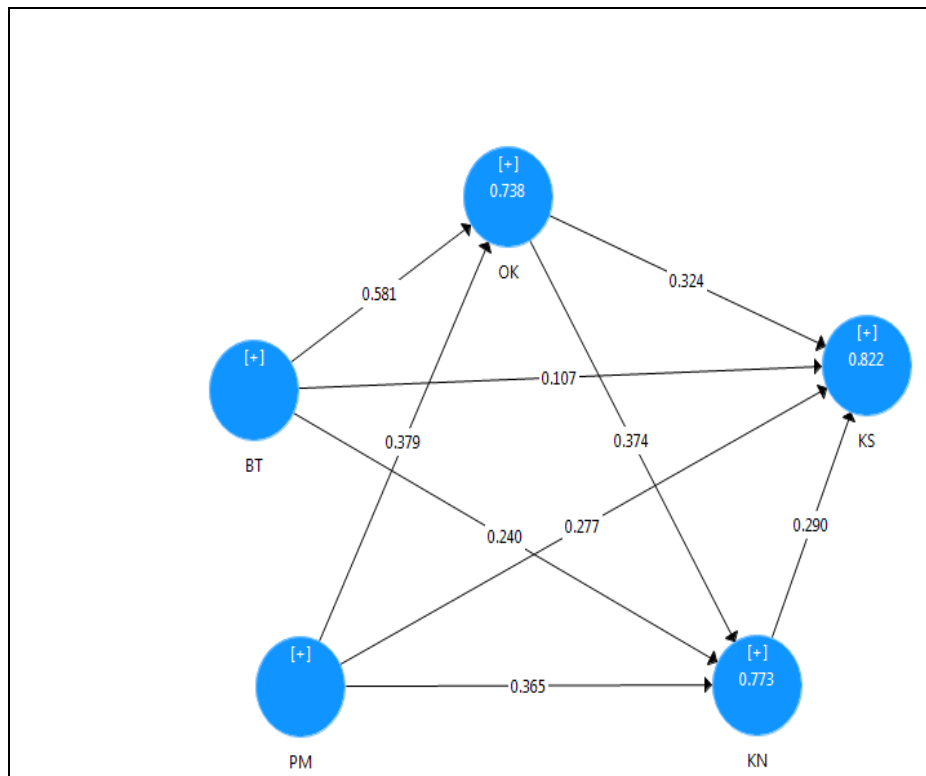


Figure 3.2. Intervariable Relationship Path Coefficients

In figure 3.2, it can be seen that the direct influence of the culture of Tri Hita Karana, community empowerment, entrepreneurial orientation and fisherman institutions that most affect the welfare of fishermen is an entrepreneurial orientation with a coefficient of 0.324. Furthermore, the direct influence between Tri Hita Karana culture on community welfare through entrepreneurial orientation and fisherman institutions, the highest coefficient value is the Tri Hita Karana cultural relationship to entrepreneurial orientation with a coefficient of 0.581.

4.1.4 Indirect Influence or Mediation

Indirect influence analysis can explain the relationship between research variables (latent variables). Indirect influence occurs through the role of one or several intermediate variables. To find out the indirect effect between latent variables can be seen from the results of the indirect effect value analysis shown in Table 3.13.

Table 3.13 Value of Indirect Effects (Effect of Indirect Research Variables)

Variable	Variabel Mediation	Original Sample	Standard Deviation	T Statistics	P Values	Information
PM → KN	OK	0,142	0,047	3,038	0,002	Sig.
PM) → KS	OK	0,123	0,057	2,167	0,031	Sig.
PM → KS	KN	0,106	0,047	2,239	0,026	Sig.
BT → KN	OK	0,218	0,049	4,483	0,000	Sig.
BT → KS	OK	0,188	0,055	3,417	0,001	Sig.
BT → KS	KN	0,069	0,028	2,468	0,014	Sig.
BT → KS	OK dan KN	0,063	0,022	2,838	0,005	Sig.
PM → KS	OK dan KN	0,041	0,020	2,065	0,039	Sig.

Source: Research Result (Processed Data)

Where: BT = Tri Hita Karana Culture; KN = Institution of Fishermen; OK = Entrepreneurial Orientation; PM = Community Empowerment; KS = Fishermen's Welfare.

Based on Table 3.13 it is known that all mediation relationships in this test are positive and significant (P values <0.05). The direct influence of Tri Hita Karana culture on the welfare of fishermen is not significant, but after going through other variables or mediated by other variables it becomes significant, this shows "full mediation". But the direct influence of the Tri Hita Karana culture on the welfare of fishermen, fishermen institutions, entrepreneurial orientation; direct institutional influence of fishermen on the welfare of fishermen; direct influence of entrepreneurial orientation on fishermen institutions and fishermen's welfare; direct influence of community empowerment and welfare of fishermen and entrepreneurial orientation directly have a significant effect, and after going through other variables or mediated by other variables to be significant, this shows partial mediation.

4.2. Discussion of Research Results

4.2.1 Effect of Community Empowerment on Entrepreneurial Orientation in Serangan Island, Denpasar City, Bali Province

The results of the research and data analysis showed that direct community empowerment had a positive and significant effect on entrepreneurial orientation on fishermen on Serangan Island, Bali Province. Community empowerment is a decisive part in the effort to develop the entrepreneurial spirit of fishermen who can function to condition the social environment of fishermen in order to strengthen entrepreneurship related to innovation and creativity to develop. In accordance with fishermen's perception of entrepreneurial orientation that innovative, proactive and risk taking is a great opportunity for the government, NGOs and related institutions to carry out their role so that community empowerment becomes more supportive of fishermen's welfare. The effect of community empowerment is indicated by a perception index valued at 71.39. Community empowerment is reflected most dominantly by the number of nodules held with perception index values of 73.60, followed by indicators of assistance at 71.33 and strengthening of business partnerships by 69.23.

The concept of empowerment emphasizes that people acquire sufficient skills, knowledge, and power to influence their lives and the lives of others that concern them (Pearson et al, 1991). Understanding of the concept of empowerment cannot be separated from the understanding of the empowerment cycle itself, because essentially empowerment is a continuous effort to put the community in a more proactive manner in determining the direction of progress in its own community. This means that the empowerment program cannot only be done in one cycle and stops at a certain stage, but must continue continuously and the quality continues to increase from one stage to the next (Mubarak, 2010). Therefore it is closely related to empowerment with an entrepreneurial orientation, because empowerment aims to gain prosperity by being more proactive.

A good entrepreneurial orientation must be supported by good institutional management (custom and national) so that it will automatically improve the welfare of the community. Schumpeter (2008) said that if a country has a lot of entrepreneurs, the country will have high economic growth, which will also generate high economic development. If a country wants to advance, the number of entrepreneurs must be many.

This is also supported by Kirzner, (1973) in his book "Competition and Entrepreneurship" which states that entrepreneurship is driving force behind economic growth. He also said that entrepreneurship is an important part of development. The rationalization is that if someone has entrepreneurship, he will have high motivation / dream characteristics (need of achievement), dare to try (risk taker), innovative and independence. By this nature, few opportunities and opportunities have, he will be able to change, produce something new, new relationships, capital accumulation, both in the form of upgrading existing businesses (new upgrading) and

generating new businesses. Therefore, community empowerment is needed because empowerment is a learning process, so that the acquired skills will have an impact on the entrepreneurial spirit of the community.

The results of the research from Kholil (2011) stated that the community empowerment program to create a New Business Entrepreneur (WUB) in relation to poverty reduction was successful by being determined by several factors including: the accuracy of the training program provided, ongoing mentoring and institutions for new entrepreneurs who formed. Sukidjo (2012) said that to overcome poverty there needs to be an empowerment program and equipped with entrepreneurship education in order to form an independent mental attitude, never give up, be creative, be tenacious and enjoy pursuing the best achievements, so that the potential possessed and the facilities obtained can be developed. On the contrary, compassionate programs should only be given to the elderly who are poor.

The ability of the community to change is strongly influenced by many factors such as education, age of fishermen, environment and others. So that the higher the education, the mindset of the entrepreneurial orientation of the fishermen increases as well as their age and environment, the older the fisherman, the more unproductive mindset as well as the surrounding environment, the better the environment there is also the tendency for his entrepreneurial orientation to be higher. It means that the empowerment carried out by the government and the fishing community groups needs to pay attention to these things, so that what is given by the government, NGOs to the community will be able to be absorbed by the fishermen.

4.2.2 Tri Hita Karana Cultural Influence on Entrepreneurial Orientation in Serangan Island, Denpasar City, Bali Province

The results of this study indicate that the influence of the Tri Hita Karana culture has a positive and significant effect on entrepreneurial orientation. The role of the Tri Hita Karana culture that is expected in this case is how the three dimensions of harmony, namely Parhyangan, Pawongan, and Palemahan which are the synthesis of fundamental thoughts from a concept of happy, prosperous, and sustainable life that is known as Tri Hita Karana ideology can encourage increased innovation and creativity fisherman.

This is in line with Alma (2010) stating that the factors that influence entrepreneurial interest are the environment, both the educational environment, personal and family environment. From the statement, if it is linked between the TRI HITA KARANA culture and Entrepreneurship orientation, it can be concluded that culture plays a role in the formation of one's entrepreneurial spirit. Furthermore, the results of research by Lee and Yu (2004) found that culture influences various processes within the organization and organizational culture has a significant effect on business performance. As long as Kottler and Heskett (1997) stated that culture has a significant effect on the company's financial performance in the long run.

The same thing was also conveyed by I Gede Riana (2011), who explained that business activities must strive to make the business socially responsible because it affects the environment and fellow communities so that it will be able to create a business world that is more ethical. All of that relates to aspects of spirituality because there are actually universal standards that apply to the business world with the actualization of spiritual intelligence. With spiritual intelligence, it will be able to bring the business to the gate of success because truth can build trust, openness and responsibility.

The welfare of fishermen who live based on a Tri Hita Karana culture will be able to foster creativity, non-discrimination and prioritize togetherness, and concern for the environment as a form of social responsibility of the fishermen. Harmonious cultural values in the concept of Tri Hita Karana culture include harmonization of relations with God (Parahyangan), among others (Pawongan), and with the environment (Palemahan) are the main drivers that can improve entrepreneurial orientation perceived by innovation, the attitude of fishermen who are proactive, and the courage to take risks so as to increase the overall income of fishermen.

Research from Muller and Thomas (2000) that culture can determine entrepreneurial potential. The same thing was also conveyed by Patrik Kreizer, et al (2002) that culture influences an organization in risk taking behavior, and proactive actions.

The Tri Hita Karana culture is closely related to the entrepreneurial orientation of the fishermen, which is reflected by the results of the research which have a significant influence, this is supported by the statement of Lumkin and Dess (1996) entrepreneurial orientation is a multi-dimensional concept. To clarify the influence of entrepreneurial orientation on organizational performance one factor that needs to be considered is cultural factors. The same thing was revealed by Ute Stephan and Lorraine M. Uhlaner (2010), Culture has a positive and significant influence on entrepreneurial behavior. Furthermore, Riana (2011), Kory (2014) said that Bali has a culture in the form of values that support the creativity of Balinese people. The values that are believed and implemented are considered as cultural capital that can function as a source of inspiration and a source of creativity that can generate creative attitudes and work.

Local cultural values have a positive and significant effect on entrepreneurial orientation. This means that if cultural values become stronger the entrepreneurial orientation becomes higher (Ni Wayan Sitiari, 2016).

Furthermore Weber (1948) created a theory which states that religion as a cultural source influences entrepreneurial behavior. The same thing was conveyed by Suana, I Wayan (2014) that "Tri Hita Karana culture variable has positive, significant, and direct effect on entrepreneurial spirit among the members of the Chamber of Commerce in Bali Province."

Culture is human behavior both individuals and groups and not only activities that can be observed with the eyes, but also those in their minds. This behavior depends on the learning process such as:

- 1). See / look for new opportunities,
- 2). The natural and social environment around it and this is what is called culture or culture.

These factors are what can change the mindset of fishermen on Serangan Island. As can be seen that almost everyone has the potential to become an entrepreneur, so diversity will be a sign of entrepreneurship and the variety of people who make up the entrepreneurial structure. Basically everyone can become a businessman if he is willing and diligent. This proves that there are no genetic barriers for someone to become an entrepreneur, that the nature of entrepreneurship is not formed from offspring, but because of the environment he can become an entrepreneur.

4.2.3 Effect of Community Empowerment on Fishermen Institutions in Serangan Island, Denpasar City, Bali Province.

From the results of empowerment analysis have a positive and significant effect on the institution of fishermen, which means that if there is a change in empowerment of the fishing community on Serangan Island, it will result in a positive change in Fishermen's Institution, in accordance with Andi Nu Graha (2009), that economic empowerment is weak initially done through an individual approach. This individual approach does not produce detrimental results, therefore, since the 80s, the approach taken was a group / institutional approach. The reason is that capital accumulation must be carried out together in groups or joint ventures. Seeing the above, that institutional improvement is important to realize the right economic empowerment for the community.

Furthermore Sumidiningrat, Gunawan (1999), stated that people's economic empowerment is an attempt to make the economy strong, large, modern, and highly competitive in the right market mechanism. Because the constraints of developing people's economy are structural constraints, the empowerment of people's economy must be done through structural changes. The structural change in question is a change from the traditional economy to the modern economy, from a weak economy to a strong economy, from a subsistence economy to a market economy, from dependence to independence. The steps in the structure change process include: (1) allocation of resources for empowerment; (2) institutional strengthening; (3) mastery of technology; and (4) empowerment of human resources.

4.2.4. The Influence of Tri Hita Karana Culture on Fishermen Institution in Serangan Island, Denpasar City, Bali Province.

The results of the analysis of the Tri Hita Karana cultural influence on institutions are positive and significant, this is in accordance with the results of Wikantiyoso (2009), which states that the formation of indigenous organizations which are part of local institutions such as Dalian Natolu in North Sumatra, Keraton and Kasunan in Java, Banjar in Bali and so on. This institutional system will regulate customary authority, both the customary leader and its members, so that it can be interpreted if a community has good customs, the institutions produced will also be good. Uphoff (1986), states that institutions are a set or order of norms and behaviors that can apply in a certain period to serve a collective purpose that will be a shared value. Institutions are emphasized on behavioral norms, cultural values and customs. So that from the above understanding it can be seen that cultural values and customs are one of the institutional formers.

4.2.5. Effect of Entrepreneurship Orientation on Fishermen Institution in Serangan Island, Denpasar City, Bali Province.

The results of the analysis show that the influence of entrepreneurial orientation on institutions is positive and significant, this is in accordance with the research of Aribowo Prijosakno and Sri Bawono (2004), stating that entrepreneurial intelligence which they think is the basis for someone, whoever he is, is an SME or conglomerate, to build its business. Battilana, Julia (2008), Institutional entrepreneurship paradoxes can be solved by providing a comprehensive understanding of the importance of change both internally (structurally) and externally (user groups / consumers and society in general) and other components that are still involved with the organization. This understanding becomes the basis for the background of the creation of organizational / institutional changes.

4.2.6. The Influence of Tri Hita Karana Culture on the Prosperity of Fishermen Society in Serangan Island, Denpasar City, Bali Province.

The results of the analysis of the influence of the Tri Hita Karana culture on the welfare of the fishing community are positive but not significant. That is, if the quality of the Tri Hita Karana culture undergoes a change, it will have an impact on improving the welfare of fishermen even though it is not statistically significant. Or in other words the influence of Tri Hita Karana culture has not been maximized on the welfare of fishermen. This is due to the role of the Pawongan dimension which is reflected in the questions related to participation and communication between fishermen, awig-awig fishing, attitudes, and karma phala attitude, the smallest perception index of 70.11. Continued with the dimension of Palemahan with the perception index of 70.16 and the largest is the dimension of Parahyangan with the perception index of 70.24. Pawongan is a harmonious relationship between humans and humans. In this study it was found that the relationship between fishermen on the island of Bali's attack should be further enhanced to support their welfare. The relationship between humans towards prosperity must be based on the spirit of high communication between fishermen, communication is important to improve the relationship between fishermen, so that fishermen can communicate among other fishermen to discuss measures to increase income. Or it can be concluded that fishermen on Serangan Island in Bali Province must further improve communication between fishermen and other communities in order to create an atmosphere that is comfortable to work or *paras paras sarpanaya selulung sebayangtaka*. So that the culture of Tri Hita Karana will be able to influence real well-being if supported by entrepreneurship and good breeding by fishermen, including communication between fishermen about how to increase income in fishing.

4.2.7. Effect of Community Empowerment on Fishermen's Welfare in Serangan Island, Denpasar City, Bali Province.

The results of the analysis show that the influence of community empowerment on the welfare of fishermen is positive and significant. This is in accordance with the research of Sumodiningrat (1998) who said that the activities of empowering the poor need to be directed to change the coping strategies of the poor so that they become better based on the needs and expectations of the poor themselves at the local level. Planning and implementation of empowerment should contain efforts to strengthen their productive economic efforts based on their "views and needs", so that the poor have access to independent socio-economic and political sources. To improve the ability of the poor, at least there must be improvements in socio-economic and cultural access to four things, namely: (1) access to natural resources, (2) access to more efficient technology, (3) access to markets and (4) access to financing sources.

Furthermore Wahyono, et al., (2001) states that Empowerment of poor coastal communities in coastal villages is a series of efforts with a range of activities that touch the fulfillment of various kinds of access and basic needs of food, education, housing and health, including meeting the needs to participate in reducing their poverty, so that all members of the poor communities in rural beaches can be independent, confident, not dependent and can escape the shackles of the socio-cultural and economic structures that make them poor.

In general, fishermen on Serangan Island in Bali Province are dominated by traditional fishermen, small-scale fishermen with fishing facilities are mostly small motorized boats. This greatly affects the catch and directly influences the income of fishermen, on the other hand not all fishermen have fishing gear. Therefore, so that they can get out of the shackles of poverty there needs to be intervention (external encouragement) to empower them through empowerment programs for coastal communities.

4.2.8. Effect of Entrepreneurship Orientation on Fishermen's Welfare in Serangan Island, Denpasar City, Bali Province.

The results of the analysis show that the influence of fishermen's institutions on the welfare of fishermen is positive and significant. This shows that a fisherman is also expected to be an entrepreneur, namely a person who is able to generate profits or profits (profits) through his business. In the entrepreneurial aspect some of the policies produced are: (i) the need for environmental improvement efforts to increase industry and banking trust in fisheries business in building partnerships (ii) development of reliable and local excellence-based enterprises, (iii) increasing the capacity of human resources in development entrepreneurial alternatives, (iv) increasing access to capital through an affordable scheme, (v) capital segmentation based on the business developed, (vi) regulation and ease of licensing of small businesses and cooperatives.

This is also in accordance with the concept of Entrepreneur is a component that drives community welfare. Entrepreneurs were initiated by Miller (1983), risk-taking, proactive attitudes and innovative and creative attitudes in the development of production. Lumpkin and Dess (1996), concluded that business success is largely determined by the orientation in business management that can build business value to be increasingly known by the public. Freiling and Schelhowe (2014), developed the concept of measuring entrepreneurship

derived from Miller (1983), with an expansion into four components, namely innovation, arbitrage, coordination and business risk. Components of entrepreneurs have an impact on welfare as described by The quality of life as having a dimension of religious well-being (Tsung, 2002), and having components related to the dimensions of public health, physical and social conditions, and intellectual factors (Ellison and Smith, 1991; Chandler et al., 1992; Kanya, 2000).

4.2.9. The influence of entrepreneurial orientation as a mediating variable in Serangan Island, Denpasar City, Bali Province

The results of the analysis found that entrepreneurial orientation was able to mediate both partially and fully. Entrepreneurial orientation is able to mediate fully (full mediation) from the Tri Hita Karana culture to the faces of fishermen. The Tri Hita Karana culture is a local culture (local wisdom) that departs from the teachings of Hinduism, where Tri Hita Karana emphasizes good balance with God with fellow human beings (fishermen) and with the natural environment, this means that if fishermen want to prosper then they must work or do something (activity). Activity in this case is processing raw materials into goods that are ready to sell to meet their needs and the rest is for sale, as Miller (1983) said, humans must innovate, because innovation is one indicator of entrepreneurial orientation. Entrepreneurial orientation as a process, practice, and decision-making activity that leads to producing something new. In carrying out this innovation, collaboration between fishermen is very necessary, because cooperation is a local culture that has been inherited by ancestors of people who live on Serangan island in particular and Balinese people in general, which is often called the Tri Hita Karana culture.

Thus the Tri Hita Karana culture is an important element in encouraging a person to do business or make people have an entrepreneurial spirit, because it is closely related to someone's attitude to start entrepreneurship or there is a Tri Hita Karana cultural tendency will stimulate a strong entrepreneurial orientation and therefore stimulate the emergence of firms and entrepreneurs who are strong and able to compete globally, the role of entrepreneurs (entrepreneur), namely human resources who have the ability to be creative, innovative, dynamic, and proactive to the challenges that exist.

4.2.10. The influence of institutional fishermen as a mediating variable in Serangan Island, Denpasar City, Bali Province

The results of the analysis found that the institution was able to mediate both partially and fully. Fishermen's institution is able to mediate in full (full mediation) from Tri Hita Karana Culture to the welfare of fishermen. While the institution mediates partially from community empowerment and entrepreneurial orientation towards the welfare of fishermen.

Research from Jeckoniah et al., (2013), which examines farmers said that farmers should be able to optimize the role and function of organizations and agricultural institutions as an effort to increase production, one of which is to obtain financial support (credit) and social support. Furthermore Hayami and Vernon (1985) that to improve agricultural development in developing countries it is very important to make changes to the institutional and technical elements of agriculture.

Based on the orientation of fisheries development in Indonesia which currently refers to the agribusiness system, the role of fisheries institutions, especially fishermen institutions, greatly determines the success of fisheries development which leads to the welfare of fishermen. Institutional fishermen in rural areas contribute to: acceleration of the socio-economic development of fishermen; accessibility to fisheries information; accessibility to capital, infrastructure and markets; and adoption of fisheries innovations. In addition, the existence of good fishermen institutions will make it easier for the government and other stakeholders to facilitate and provide reinforcement to fishermen.

The success of increasing the institutional capacity of fishing communities is determined by the design and approach used. A holistic approach is more likely to empower than a partial approach. Efforts to improve the institutional capacity of fishing communities will be effective if their programs and activities are accompanied by improvements in the condition of resources and the environment. So that with good institutions, the welfare which is the final goal of fisherman empowerment will be achieved (Brinkerhoff, 1992).

V. Conclusions And Suggestions

5.1. Conclusion

Based on the description in the discussion, some conclusions can be drawn as follows.

- 1) Community empowerment and Tri Hita Karana culture directly have a positive and significant effect on the entrepreneurial orientation of fishermen in Serangan Island, Denpasar City, Bali Province.
- 2) Community empowerment, Tri Hita Karana culture and entrepreneurial orientation of fishermen directly have a positive and significant influence on fishermen institutions in Serangan Island, Denpasar City, Bali Province.

- 3) Empowerment of the fishing community, entrepreneurial orientation, and fisherman institutions directly have a positive and significant effect, while the trihita culture is a positive but not significant influence on fishermen's welfare in Serangan Island, Denpasar City, Bali Province.
- 4) Entrepreneurial orientation and fisherman institutions are mediating variables, both partial mediation and full mediation of fishermen's welfare in Serangan Island, Denpasar City, Bali Province.

5.2 Suggestions

Based on the results of this study, the discussion and conclusions that have been stated earlier, the following things can be suggested:

- 1) In Serangan Island a program of institutional creation is needed that encourages more entrepreneurial growth compared to empowerment programs in the form of education, training and counseling. Institutionalization of empowerment programs for coastal communities (fishermen) nationally and the development of partnership networks among local institutions in the development of community productive businesses must be supported and must be supported by institutions based on culture fisheries need to make agreements with Banjar / Dusun, Pekraman village, Banjar Dinas and Adat as well as the Dinas village in terms of increasing fisheries production, because each of these institutions has full autonomy, so that in the future if there is a problem they do not blame each other.
- 2) In the aspect of entrepreneurial orientation, it is expected that in the future there will be an increase in the capacity of human resources in the development of alternative entrepreneurs in accordance with local potential and the development of reliable entrepreneurs based on local excellence. This is supported by the development of appropriate technology in order to create businesses that are more economical and increase marketing of fishery products to increase the business passion of the fisheries sector. Regulation of SMEs and MSMEs, especially in terms of licensing. Furthermore, there is a need for an increase in capital assistance through various capital-giving schemes with low and affordable community requirements. Finally, there is a need to improve the environment to increase industry and banking trust in fisheries. The role of the fishermen group must be further enhanced, given the many communications that occur between fishermen in the group, so that the role of fishing institutions in fostering an entrepreneurial spirit based on local wisdom can be implemented.

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