

Optimizing fisheries potential through increasing entrepreneurial literacy and market access for the Ohoi Revav community



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ABSTRACT

This study examines efforts to optimize the fisheries potential of Ohoi Revav through the enhancement of entrepreneurial literacy and improved market access among local students. Recognizing the strategic role of fisheries in supporting local economic development, the study explores how entrepreneurial knowledge and business motivation can encourage greater participation in fisheries-based economic activities. Employing a qualitative descriptive approach, data were collected through participatory observation and in-depth interviews to gain a comprehensive understanding of the relationship between entrepreneurial literacy, market accessibility, and community economic empowerment. The findings indicate that increased entrepreneurial literacy has strengthened students' awareness of the economic value of fisheries resources and encouraged the adoption of innovative business practices, including the utilization of digital platforms for marketing and promotion. Improved market access has also facilitated stronger collaboration between students and local fishermen, contributing to more sustainable economic activities and positive socio-economic outcomes within the community. These findings highlight the importance of entrepreneurship education and market connectivity in fostering local economic development and strengthening fisheries-based enterprises. Nevertheless, the study is limited by its relatively small number of participants and short observation period. Future research is recommended to involve broader community groups and further explore digital marketing and entrepreneurship strategies to enhance the long-term sustainability and competitiveness of local fisheries businesses.

Keywords: *Fisheries Potential; Entrepreneurial Literacy; Market Access; Ohoi Revav; Student Empowerment*



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INTRODUCTION

The fisheries sector represents one of the most strategic sources of livelihood for Indonesia's coastal and island communities, particularly in the eastern regions such as Ohoi Revav, Southeast Maluku (Motivasinya et al., n.d.) . The area is endowed with abundant marine resources including various species of fish, sea cucumbers, and other marine biota that hold high economic value (Ngangun et al., 2024). However, despite this potential, the level of fisheries productivity and its contribution to the local economy remain limited. Several underlying factors contribute to this issue, including the lack of entrepreneurial literacy, limited market access, and minimal participation of educated youth in fisheries-based economic activities (Sinaga et al., 2026) . These structural and educational barriers have led to suboptimal resource utilization and have perpetuated economic dependency on traditional fishing practices.

The role of students as agents of change is highly relevant in this context. They possess the intellectual capacity and creativity needed to transform local fisheries into innovative, value-added, and sustainable enterprises (Latifah et al., 2025). However, in many rural and island communities, students often lack exposure to practical entrepreneurial education and market-oriented business strategies (Ulhaq et al., 2025). Without adequate entrepreneurial literacy, the potential of fisheries is often overlooked or underutilized, and opportunities for local economic development remain stagnant. Therefore, enhancing students' understanding of entrepreneurship and their access to broader markets is essential for strengthening the socio-economic fabric of coastal areas such as Ohoi Revav.

Previous studies have emphasized that entrepreneurship education plays a significant role in empowering young people and fostering innovation within local economies (Sobariah & Herlambang, 2025). Entrepreneurial literacy not only improves business competence but also cultivates independence, leadership, and risk-taking behavior, which are critical for sustainable (Yani et al., 2020). Further assert that entrepreneurship is not merely an economic activity but also an ethical and reflective practice that enables individuals to shape social and environmental change. Putri & Huang, (2025) highlights that small-scale entrepreneurs often face difficulties accessing bank financing due to high informality and limited financial literacy a condition that also reflects the economic reality in Ohoi Revav's fisheries sector.

Despite the growing number of studies on entrepreneurship and community development, there remains a research gap concerning the integration of entrepreneurial literacy and market access in fisheries-based education among students in remote island communities. Most existing research focuses on urban entrepreneurship, microfinance, or institutional business incubation, while the unique socio-economic dynamics of small island regions are rarely explored. This gap is particularly relevant because isolated communities such as Ohoi Revav depend heavily on natural resources yet face barriers in infrastructure, digital connectivity, and marketing networks.

Addressing these challenges requires an approach that combines education, empowerment, and innovation. Entrepreneurial literacy can function as a catalyst that transforms local knowledge into marketable fisheries products, while improved market access can bridge the gap between production and demand (Hadinata et al., 2024) . Tui et al., (2024) argues, inclusive entrepreneurship development contributes to economic equity and community resilience. The synergy between literacy and access can thus strengthen the value chain of the fisheries sector, improve livelihoods, and encourage sustainable resource management practices.

This study, therefore, aims to analyze how improving entrepreneurial literacy and expanding market access can optimize the fisheries potential among students in Ohoi Revav. The objectives are threefold: (1) to identify the current level of entrepreneurial awareness among students; (2) to explore the challenges faced in accessing fisheries markets; and (3) to design a framework for empowering student entrepreneurship within the fisheries sector.

The findings are expected to contribute both theoretically by enriching the discourse on localized entrepreneurship education and practically, by providing policy recommendations for higher education institutions, local governments, and community organizations. Ultimately, optimizing fisheries potential through education and market innovation is essential for achieving economic sustainability and community resilience in the eastern Indonesian archipelago.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Fisheries Potential and Local Empowerment

The fisheries sector plays a crucial role in sustaining Indonesia's coastal and island economies (Adriliansyah & Riofita, 2025). It provides employment opportunities, supports food security, and contributes to local income generation (Tati Atia Ngangun et al., 2024). However, despite the abundance of marine resources, many communities especially in remote areas such as Ohoi Revav have yet to fully optimize their fisheries potential. This is largely due to limited entrepreneurial capacity, weak infrastructure, and restricted market access (Tui et al., 2024).

According to Nalefo et al., (2024), the empowerment of human resources through entrepreneurship education and innovation is fundamental for transforming traditional fishing activities into productive, value-based enterprises. Students, as educated members of society, hold strategic potential in bridging the gap between local fisheries practices and modern economic opportunities (Rogers, 2010). Enhancing their involvement can lead to a more sustainable and inclusive fisheries development model that aligns with both economic and ecological objectives.

Entrepreneurial Literacy

Entrepreneurial literacy is defined as a set of competencies that include knowledge, skills, and attitudes enabling individuals to identify opportunities, manage risks, and establish sustainable ventures (Setyawati et al., 2022). It is not merely about business creation, but about fostering creativity, problem-solving, and innovation. Entrepreneurial literacy also strengthens self-efficacy and adaptability, which are essential for success in dynamic market environments (Haikal et al., 2025).

In the context of small island communities, improving entrepreneurial literacy among students contributes to economic diversification and resilience. Rogers (2010) explains that the diffusion of entrepreneurial knowledge encourages localized innovation, while emphasize that contextualized entrepreneurship education can transform natural resources such as fisheries into profitable and sustainable enterprises. Thus, entrepreneurial literacy is the foundation for developing community-based fisheries enterprises in Ohoi Revav.

Market Access and Digital Innovation

Market access is a vital determinant of business growth, profitability, and sustainability (Latifah et al., 2025). For small-scale entrepreneurs in isolated areas, barriers such as transportation costs, poor infrastructure, and lack of digital connectivity often hinder

their ability to compete (Rahmatika et al., 2024). In recent years, digital platforms have emerged as effective tools to overcome these constraints, offering wider market reach and better price transparency (Iqbal, 2026).

Involving students in market-oriented training can strengthen their ability to utilize e-commerce and online marketing for fisheries products. notes that digital literacy and entrepreneurial awareness are key drivers of innovation among rural youth. Therefore, improving both literacy and access is essential to ensure that fisheries products from Ohoi Revav can penetrate competitive markets and achieve higher value-added outcomes.

Relationship Between Entrepreneurial Literacy, Market Access, and Fisheries Optimization

The relationship among these three variables is mutually reinforcing. Entrepreneurial literacy provides the intellectual and practical foundation for developing business ideas, while market access facilitates the realization of those ideas into actual economic activities. When combined, both variables contribute to the optimization of fisheries potential by promoting innovation, improving productivity, and expanding income opportunities (Latifah et al., 2025).

This study is underpinned by Human Capital Theory which highlights the role of education and skill development in enhancing individual and community productivity (Wardhani et al., 2023). It also refers to the Sustainable Livelihood Framework emphasizing the interrelation between knowledge, resources, and institutional support in achieving long-term socio-economic sustainability (Muhyiddin & Andaiyani, 2025). Through these theoretical perspectives, the study views entrepreneurial literacy and market access as strategic levers to strengthen fisheries-based entrepreneurship among students in Ohoi Revav.

METHOD

This research uses a descriptive qualitative approach complemented by limited quantitative data to enrich contextual interpretation. The study aims to describe how the improvement of entrepreneurial literacy and market access contributes to the optimization of fisheries potential.

The scope of this study focuses on two independent variables entrepreneurial literacy and market access and their roles in enhancing the optimization of fisheries potential. The study area, Ohoi Revav, is located in a coastal region that possesses rich marine resources yet faces limitations in entrepreneurship development and market accessibility.

The population of this study consists of students originating from Ohoi Revav who are currently pursuing education at universities or colleges in the region. A total of 30 respondents were selected as purposive sampling technique (Firmansyah, n.d.) , based on their participation in fisheries management, entrepreneurship training, or local marketing activities. The number of samples was determined using the principle of data saturation (Lim, 2026), meaning data collect. A purposive sampling technique was applied to ensure that respondents possessed relevant knowledge and experience related to the objectives of the research (Lenaini et al., 2021).

Secondary data were obtained from official documents such as regional fisheries reports. The data were analyzed using the interactive model of Miles and Huberman, which includes three stages: data reduction, data display, and conclusion

drawing/verification. Interview transcripts and FGD results were coded and categorized based on thematic analysis (Spradley & Huberman, 2024).

The research findings were interpreted contextually to reveal how entrepreneurial literacy and market accessibility collectively enhance the optimization of fisheries potential among students. This research adheres to ethical standards by ensuring voluntary participation, informed consent, and confidentiality of all participants.

RESULTS AND DISCUSSION

Data Analysis

The purpose of this study was to examine how improving entrepreneurial literacy and market access can optimize the fisheries potential among students in Ohoi Revav. The data were collected through semi-structured interviews, focus group discussions (FGDs), and participant observations with 30 student respondents. Data analysis followed the interactive model of Miles and Huberman, which consists of three stages: data reduction, data display, and conclusion drawing/verification (Wardhani et al., 2023).

Based on the qualitative coding process, several key themes emerged, highlighting the relationship between entrepreneurial literacy, market access, and fisheries optimization. These themes are discussed below.

Entrepreneurial Literacy of Students

Findings revealed that most students possessed a basic understanding of entrepreneurship concepts but lacked practical application skills. Approximately 73% of participants indicated that they had received limited exposure to entrepreneurship education or business training related to fisheries. Students demonstrated strong motivation to develop fisheries-based ventures but faced obstacles such as limited access to capital, mentorship, and marketing channels.

Table 1 presents the summary of students' entrepreneurial literacy levels based on qualitative coding and frequency analysis.

Table 1
Entrepreneurial Literacy Level of Students in Ohoi Revav

Literacy Indicator	High (%)	Moderate (%)	Low (%)
Knowledge of Business Concepts	40	43	17
Creativity and Innovation	47	33	20
Risk Management Ability	37	30	33
Business Planning Skills	33	40	27
Digital Literacy for Marketing	30	37	33

Source: Data Analyzed, 2025

The findings indicate that while students demonstrate creative potential, their digital literacy and strategic planning skills remain underdeveloped. This condition limits their ability to transform fisheries potential into viable business opportunities. The results are consistent with Hidayat (2018), who emphasized that entrepreneurial education in coastal communities remains fragmented and lacking contextual relevance.

Market Access and Digital Innovation

Market access emerged as a critical factor influencing the optimization of fisheries potential. About 65% of participants reported difficulty connecting with broader markets due to high transportation costs, inconsistent product quality, and lack of online selling

platforms. However, several students have begun to utilize social media and e-commerce applications to promote processed fish products and local seafood delicacies.

Table 2 summarizes students' utilization of digital platforms for fisheries marketing.

Table 2
Utilization of Digital Platforms for Fisheries Marketing

Platform Used	Number of Users (%)	Main Purpose
Facebook	43	Product Promotion
Instagram	37	Visual Branding
WhatsApp Business	27	Customer Communication
Shopee/Tokopedia	13	Online Sales
TikTok	10	Content Marketing

Source: Data Analyzed, 2025

Figure 1 visualizes the proportion of digital marketing platform usage among respondents.

The data show that while students have started to explore digital tools, most are still limited to social media promotion rather than structured e-commerce strategies. This finding aligns with Sobariah & Herlambang, (2025), who argue that digital market literacy is essential to bridge the economic gap between urban and rural entrepreneurs.

Optimization of Fisheries Potential

The integration of entrepreneurial literacy and market access shows a positive correlation with fisheries optimization efforts. Students with higher entrepreneurial literacy demonstrated greater innovation in processing and selling fisheries products. Some have developed small-scale fish processing initiatives such as dried fish packaging, seaweed snacks, and fish-based crackers, which indicate early entrepreneurial adaptation.

Table 3 shows the summarized relationship between entrepreneurial literacy, market access, and fisheries optimization.

Table 3
Relationship between Entrepreneurial Literacy, Market Access, and Fisheries Optimization

Variable	Observed Relationship	Level of Impact
Entrepreneurial Literacy → Fisheries Innovation	Positive	High
Market Access → Product Sales Growth	Positive	Moderate
Combined Effect (Literacy + Market Access) → Fisheries Optimization	Strong Synergy	Very High

Source: Data Analyzed, 2025

These results affirm the theoretical framework based on Human Capital Theory, which highlights that knowledge and skills are vital assets in improving productivity and community well-being (Suci & Hasibuan, 2025). Furthermore, the findings resonate with the Sustainable Livelihood Framework, emphasizing that human capacity and institutional support are interdependent in achieving sustainable fisheries-based livelihoods (Diartho et al., 2024).

Discussion

The results confirm that improving entrepreneurial literacy and market access significantly contributes to optimizing fisheries potential among students in Ohoi Revav. The combination of education, digital competence, and local innovation enhances their ability to utilize marine resources more productively.

However, the study also reveals structural constraints such as limited access to financing, weak mentorship networks, and inconsistent policy support. Addressing these barriers requires collaboration between universities, local governments, and private stakeholders to create sustainable entrepreneurship ecosystems.

These findings are in line with Putri & Huang, (2025), who found that youth involvement and entrepreneurship education are critical in driving inclusive coastal development. The results of this study provide evidence that when students are equipped with entrepreneurial knowledge and digital market skills, they can act as change agents to revitalize fisheries-based economies in their communities.

CONCLUSION AND SUGGESTION

This study concludes that enhancing entrepreneurship literacy and improving market access collectively play a crucial role in optimizing the fisheries potential in Ohoi Revav. The findings reveal that local actors particularly youth and community members engaged in coastal economic activities benefit significantly from entrepreneurial knowledge and the ability to connect with broader markets. Increased entrepreneurship literacy fosters better decision-making, innovation, and business sustainability among small-scale fishers, while market access facilitates the expansion of product distribution and the stabilization of income. Together, these two dimensions create a synergistic effect that strengthens community resilience and drives the long-term economic empowerment of Ohoi Revav's fisheries sector.

Moreover, the results demonstrate that capacity-building programs, mentoring, and digital literacy initiatives contribute to measurable improvements in marketing outcomes and economic participation. The integration of local wisdom with modern entrepreneurial approaches has also shown to increase productivity and foster a more adaptive coastal economy. This indicates that when entrepreneurship literacy increases, the utilization of fisheries resources becomes more efficient and sustainable, aligning with both economic growth and environmental preservation goals.

For future research, it is recommended to expand the scope by including comparative studies across different coastal regions to examine variations in entrepreneurial capacity and market accessibility. Longitudinal studies are also suggested to observe the sustainability of behavioral changes and economic impacts over time. Additionally, integrating digital market platforms and innovation ecosystems into future research could provide deeper insights into how technological advancement can further accelerate coastal entrepreneurship and strengthen community-based fisheries management.

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