

ABSTRAK

Rendahnya kepatuhan pemanfaatan sumber daya laut hanya sebesar (68%) dan belum maksimalnya efektivitas pengelolaan (58,7%) di Kawasan Konservasi Perairan Bintang I menegaskan pentingnya penguatan kapasitas Kelompok Masyarakat Pengawas (Pokmaswas). Terlebih, pelatihan terdahulu hanya memberikan peningkatan pengetahuan sebesar 3,5%. Penelitian kuantitatif eksplanatori ini menguji pengaruh Literasi Ekonomi Biru (X_1), Pelatihan Masyarakat (X_2), dan Pengelolaan Berbasis Masyarakat (X_3) terhadap Peningkatan Kapasitas Pokmaswas (Y). Melalui teknik *Proportionate Stratified Random Sampling* dengan rumus Slovin ($e = 10\%$), diperoleh 51 sampel dari populasi 104 anggota Pokmaswas. Data dikumpulkan via kuesioner skala Likert dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Hasil pengujian menunjukkan bahwa Literasi Ekonomi Biru ($t = 1.297; p = 0,195$) dan Pelatihan Masyarakat ($t = 1.407; p = 0,159$) tidak berpengaruh signifikan terhadap kapasitas Pokmaswas. Sebaliknya, Pengelolaan Sumber Daya Kelautan Berbasis Masyarakat berpengaruh positif dan signifikan ($t = 8.033; p = 0,000$). Model ini memiliki nilai R^2 Adjusted sebesar 0,656, yang berarti ketiga variabel mampu menjelaskan 65,6 % variasi peningkatan kapasitas Pokmaswas. Temuan ini membuktikan bahwa penguatan kapasitas Pokmaswas lebih efektif didorong oleh praktik tata kelola berbasis komunitas secara langsung dibanding pemahaman teori maupun pelatihan insidental.

Kata Kunci: Literasi Ekonomi Biru, Pelatihan Masyarakat, Pengelolaan Berbasis Masyarakat, Kapasitas Pokmaswas, SEM-PLS

ABSTRACT

Low compliance regarding marine resource utilization (68%) and suboptimal management effectiveness (58.7%) in the Bintan I Marine Conservation Area underscore the importance of strengthening the capacity of Community-Based Surveillance Groups (Pokmaswas). This is particularly relevant given that previous training resulted in only a 3.5% increase in knowledge. This explanatory quantitative study examines the influence of Blue Economy Literacy (X1), Community Training (X2), and Community-Based Management (X3) on Pokmaswas Capacity Building (Y). Using proportionate stratified random sampling and Slovin's formula ($e=10\%$), a sample of 51 was drawn from a population of 104 Pokmaswas members. Data were collected via Likert-scale questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that Blue Economy Literacy ($t=1.297$; $p=0.195$) and Community Training ($t=1.407$; $p=0.159$) do not significantly influence Pokmaswas capacity. Conversely, Community-Based Marine Resource Management has a positive and significant effect ($t=8.033$; $p=0.000$). The model yielded an Adjusted R^2 value of 0.656, indicating that the three variables explain 65.6% of the variation in Pokmaswas capacity building. These findings demonstrate that strengthening Pokmaswas capacity is more effectively driven by direct community-based governance practices than by theoretical understanding or incidental training.

Keywords: *Blue Economy Literacy, Community Training, Community-Based Management, Pokmaswas Capacity, SEM-PLS.*