

PRODUCTIVE ROLE OF COASTAL WOMEN IN DEVELOPMENT COMMUNICATION (CASE STUDY OF EMPOWERMENT OF FISHER HOUSEWIVES IN BUILDING THE FAMILY ECONOMY IN PABEANUDIK VILLAGE, INDRAMAYU DISTRICT)

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Pabeanudik Village is located in the Indramayu sub-district, a coastal area where most of the people are fishermen and to fulfil their household needs depend on fishing activities. With the potential of marine resources that are adequately owned, the welfare of the household and the economy of the people who live on the coast can be fulfilled. However, this only applies to a few people living in coastal areas who are still below the poverty line. This is because fishermen depend on the sea where weather conditions are uncertain and marine catches are not optimal or even non-existent, hindering the development of family economic welfare. In an uncertain economic situation, fishing families are required to be able to adapt to be able to build a family economy so that daily survival can be fulfilled. This study aims to describe the empowerment of women in their role in building the economy of fishermen's families through fish management businesses in Pabeanudik Village, Indramayu District. This study uses a qualitative descriptive method through an instrumental case study approach. This study concludes that the empowerment of coastal women in Pabeanudik village is reflected in their productive role in the fish management business, which is carried out to obtain additional economic income to meet the needs of family life.

Keywords: Empowerment, Women's Role, Empowerment, Coastal Women.

1. Introduction

Pabeanudik Village is one of the villages in the Indramayu District and is a coastal area where most of the people are fishermen. To fulfil their household needs, they depend on fishing activities. Indramayu Regency is one of the areas located on the north coast of Java Island with a coastline length of 147 km, which has the potential to develop fisheries and marine businesses. With the potential of marine resources that are adequately owned, the welfare of the household and the economy of the people who live on the coast can be fulfilled.

However, this only applies to a few residents living in coastal areas who are still below the poverty line[1]. Most coastal residents work as fishermen dependent on the sea, where weather conditions are erratic, and marine catches are not optimal or even non-existent. (2022, BPS 2020). The poverty that befalls tiny fishermen constantly recurs every year or even throughout the year[2]. Poverty describes a condition with a low-income level to meet the necessities of life; even the income earned sometimes cannot meet the needs of daily life. The Central Statistics Agency (BPS) noted that the number of poor people in the Indramayu Regency has continued to increase from 2019 to 2021, with a percentage of 13.04 poor people (BPS Indramayu, 2023).

Table 1. Number and Percentage of Poor Population in Indramayu District

Year	Number of Poor/Thousand Population	Percentage of Poor Population
2019	191.86	11,111



2020	220.31	12.70
2021	228.6	13.04
2022	225.04	12.77

Source: BPS, 2023

In an uncertain economic situation, fishing families are required to be able to adapt to be able to build a family economy so that daily survival can be fulfilled. This makes coastal women with the status of fishermen's wives work to help their husbands earn a living. The level of the economy in the family is essential for the survival of the family because, with a good level of the economy, family welfare can be fulfilled. Changes at a better economic level are the hope of every household where. Achieving these changes encourages women as homemakers to play a role in helping their husbands in building their household economy by working or running a business [3][4].

Several previous studies have revealed the role of women in family economic development, among others, research by Nurmalia [5] revealed that to build a family economy in coastal areas, one of the components that play a role is the involvement of women to support family survival. The involvement of women is not only to take care of household affairs but the role of women in helping fisherman husbands can be carried out by managing fish caught which are then processed and traded, as well as being able to increase family economic income, especially helping husbands during the fish famine season[6].

The role of women in economic activity is not only to build the family economy but can also contribute to efforts to reduce poverty, leading to sustainable economic growth. Mutmainah[7] and Zuhri et al.'s research[8] revealed that the role of women in the fish trading business could build family economic conditions, and the quantity of income derived from women's performance is equivalent to the income of their husbands. The role of women in building the family economy is not only by managing fish catches; research by Tindangen et al.[9] proves that women's businesses by working in the rice fields can also help the family income.

2. Method

This study aims to describe women's empowerment in building the economy of fishermen's families through fish management businesses in Pabeanudik Village, Indramayu District. This study uses a qualitative descriptive method by describing women's efforts in building the family economy through an instrumental case study approach. In this study, the case of fishing households is an instrument for understanding the efforts made in overcoming economic difficulties. According to Stake, instrumental case studies are conducted by researchers by selecting a small group to be research subjects[10].

The case study approach used in this study aims to interpret a case naturally without outside intervention. Case studies prioritize in-depth investigation of coverage when trying to understand cases and their complexities rather than generalizing from cases to a particular population of individuals or organizations[11]. *Yin defines case studies* as investigations investigating real-life phenomena using various sources when the boundary between phenomenon and context is unclear[12]. The data in this study are primary data and secondary data. Primary data collection was carried out by interviewing respondents, namely fishing homemakers and secondary data was carried out by collecting related literature relevant to this research.

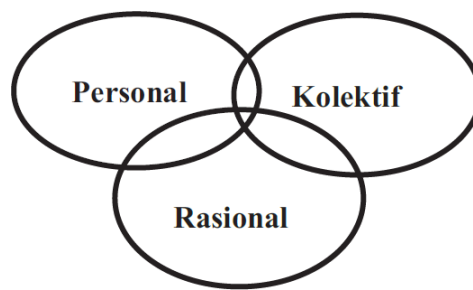
Women's empowerment in development can be measured in three dimensions, namely: 1) Gender Development Index (IPG), which measures the economic, health and education dimensions by comparing the Human Development Index (IPM) between men and women. 2) Gender Empowerment Index (IDG) reflects women's active participation in politics, economics and managerial positions. 3) Gender Inequality Index (IKG) measuring gender inequality in the fields of health, education and women's involvement in parliament and the labour market [13]



In the development context, empowerment is commonly associated with independence and participation. Empowerment is a state of being empowered, namely, someone who can adapt to circumstances. According to Sumaryadi [14], empowerment is an individual's ability to build the empowerment of the individual concerned. Empowerment is an effort to facilitate the community's use of resources[15] In the context of the family, empowerment is the ability of family members to develop, survive, and solve problems with adaptability to be able to adjust to the environment, able to change the old paradigm to the present and the future, utilize family resources to achieve the goal of earning a decent income.

According to Rowland [16], empowerment has three components: 1) Personal is a belief that arises from within to build abilities, realize and eliminate internalized self-doubt and oppression. 2) Rational is the ability to negotiate and make rational decisions. 3) Collective is the ability to be involved in a group of political structures or collective groups to build cooperation with the same goal.

Figure 1. Three dimensions of empowerment[16]



While empowerment is an effort to make something empowered and aims to find new solutions in community development, community empowerment in the people-centred development paradigm emphasizes the importance of community capacity in increasing independence through the ability to carry out activities on material and non-material resources through redistributing capital or ownership. Empowerment comes from the word "daya", which means strength or ability.

The term empowerment contains the power of people's ability to change conditions for the better. Empowerment is a process to get results on empowered subjects. Empowerment is a process and result in which individuals or groups who are more vulnerable and marginalized build awareness against discrimination to create change and determine their free strategic life choices[17]. The process of empowerment is an effort in various ways carried out on empowered subjects, while the result is obtained from empowerment. Empowerment, in general, is an effort made by individuals or groups to have the ability, power, influence and control over resources to improve the quality of life.

The empowerment process is not only related to ability and access to productive resources but also to success in increasing the dignity, quality and status of employment in society. The essence and principle of empowerment refers to the ability of individuals and groups to act to ensure survival, well-being and the right to participate in decision-making[18] *Empowerment* is a social transformation in which a person or group can make decisions and choices to create a better social environment and enable individuals to control their destinies and life circumstances. In the concept of empowerment, there is an effort to increase power to develop, have the authority to make decisions and determine strategies for solving life's problems.

The empowerment process becomes the main thing when someone understands what will be achieved, and here empowerment provides an opportunity for everyone to cultivate their potential, receive skills and responsibilities and change behaviour to become empowered to help themselves.

Thus empowerment is meaningful as a state of being empowered, namely, someone who has the ability, skills, knowledge and opportunity to determine their future with the resources they have to play a role and influence their lives.

3. Results and Discussion

Coastal women are women who live in coastal areas and live in fishermen's households as fishermen's wives or fishermen's children. Women have two roles: a wife in charge of the household and a worker who earns income to help her husband in economic matters and to support the family's economic needs. In Indonesia, there are differences in social strata and paradigms for women in rural and urban areas. Women in rural areas have a dual role as wives and homemakers. In contrast, in urban areas, women are accepted as workers outside of household work, and some even become leaders in an organization.

According to Hubies, the role of women is classified into three prominent roles, namely: 1) Reproductive role, the role carried out by carrying out household duties, such as serving husbands, it is natural for women to give birth, raise and educate children and other household activities such as washing and cooking. 2) Productive roles, roles that involve work outside of household affairs. 3) Social roles, roles related to involvement in social groups and political participation[19]

In modern life, the role and contribution of women to encouraging economic growth and development of the country is very much needed. This also applies in household life; the role of women is needed to support the welfare and economic needs of the family. Family economic stability with the empowerment of family members to do business in improving the economy is an effort to free themselves from poverty. With a good economy, a family or a person will feel calm and be able to live in prosperity. The dependence of fishermen in Pabeanudik village on the sea is one of the factors that cause the underdevelopment of family economic income. Abundant marine resources have yet to play a role in overcoming poverty for most fishermen in Pabeanudik village. Marine resources are not easily predictable, and their fishing targets are dynamic. However, they cannot be relied upon to support the household's economic, food, and clothing needs.

This also makes fishermen's income challenging to predict with patterns of income uncertainty. In these uncertain economic conditions, the role of women in supporting household economic needs is very much needed[20]. For fishing families, family empowerment in increasing economic income is vital in building the family economy, adapting to conditions and creating business opportunities. The role of homemakers in fishing families to build the family economy is vital to increase self-potential by working. In general, the economic income of fisherman households in Pabeanudik village fluctuates because it depends on the high and low fishing yields.

Therefore, efforts to increase family welfare are carried out by carrying out side businesses that are expected to be sustainable. According to Kastinih, a 37-year-old Blok Song Pabeanudik Village resident, she runs a fish processing business to help her husband meet family needs.

"Yeah...it's pretty good, at least we can survive during the famine season with a fish processing business. Sometimes husbands don't go to sea when the weather is bad, that's also seasonal.

Traditionally empowering women for underprivileged families is a process of increasing economic status, and this is a process of protecting women from all forms of violence. The absolute economic factor is very important for living a household life and humans as social beings will try to fulfill their economic needs.

The low resilience of the family's economy due to the uncertainty of marine catches has encouraged fishermen housewives in Pabeanudik village to take the initiative to help their husbands



meet household needs. In building the family economy, coastal women in Pabeanudik village carry out a productive role by running a business for processed seafood fish products to be used as packaged food such as shredded tuna, fish crackers, rengginang fish and fish jerky.

Wasriah, 39, a coastal woman in Pabeanudik village, said that processed fish products per 100 gram pack for shredded meat cost Rp. 20,000 (twenty thousand rupiahs) while rengginang costs Rp. 15 (fifteen thousand rupiahs). According to Wasriah, the fish processing business she runs can help her family's economy. Apart from being marketed by entrusting it to stalls, the processed fish products are also marketed through the social media YouTube food channel.

4. Conclusion

Based on this research, it can be concluded that coastal women in Pabeanudik Village, Indramayu District, have an important role in building the economy of fishermen's families through fish management businesses. They are involved in fish processing businesses such as shredded tuna, fish crackers, renegeing fish, and fish jerky to earn additional family income. Coastal women in Pabeanudik Village have a dual role: fishermen's wives who take care of the household and workers who try to help their husbands in matters of the family economy. Through this fish management business, they can improve family welfare and overcome income fluctuations due to uncertainty in marine catches. Empowering coastal women is a step to improve their economic status and protect them from violence. The fish processing business carried out by coastal women in Pabeanudik Village has the potential to be sustainable. It can help families deal with famine or bad weather conditions that hinder fishing activities. Besides that, coastal women in Pabeanudik Village also use social media, such as the YouTube food channel, to market their processed fish products. This shows that there is an adaptation to technological developments and the use of social media as an effective marketing tool. In a broader context, the role of women in building the family economy is important for achieving family welfare. Coastal women in Pabeanudik Village have proven their empowerment in productive roles through fish management businesses, which contribute to increasing family income and economic stability. However, further efforts are still needed to increase the potential and empowerment of coastal women as a whole and strengthen their access to resources and wider economic opportunities. This will help achieve better welfare for coastal women and their families and promote sustainable economic development in coastal areas.

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