

THE EMPOWERMENT STRATEGY OF THE TRADITIONAL FISHERMAN'S WIVES IN THE COASTAL AREA OF BARRU REGENCY, SOUTH SULAWESI

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(Received April 12, 2017; accepted February 24, 2018)

ABSTRACT. The policy of the Sarpras assistance program from the local government through the Office of Marine and Fisheries of Barru Regency has been conducted, but the income of traditional fisherman is not sufficient. Therefore, the role of wives is needed to fulfill the needs of the household. Research conducted in the Western Coastal Area of Barru Regency of South Sulawesi Province of Indonesia aims to analyze the empowerment strategy of traditional capture fisherman wives in order to improve the household economy. The type of research is a descriptive method with SWOT (Strength, Weakness Opportunities, and Threats) analysis technique through IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) and SWOT Matrix. Based on the time dimension using cross-sectional data of 2016 comes from the primary data. The samples of respondents were 34 traditional fishermen wives who worked in business groups in the sample districts by the census. The findings of the fishermen wives empowerment strategy can be done through strengthening coastal community institutions, access to capital, access to infrastructure and facilities, the technology of processing equipment, processed product modification technology, and marketing of processed fish products.

Keywords: *woman, capital, institution, SWOT, fishery*

JEL Classification: D19, Q22

INTRODUCTION

The Sarpras (infrastructure facilities) assistance program policy has been developed by the local government of Barru Regency through the Office of Marine and Fisheries (OMF). The program of Barru Regency included the fishing gear and outboard machine (Rahim et al., 2015; Rahim et al., 2016), changes in catches production (Kadir, 2009; Rahim, 2013), and catch income (Rahim, 2011; Rahim et al. 2012; Rahim and Hastuti, 2016). However, household incomes have not yet satisfied the needs of traditional fisherman households (Rahim et al., 2014; Winarti and Permadi, 2015) and on expenditure for household consumption (Rahim et al., 2014). The aid of the program is the choice of the fishermen's decision in the use of fishing gear and outboard engines (Rahim, 2016)

as technological advances to improve their catch result (Lindawati, 2007).

Therefore, in improving the household economy, it is necessary to have the wives' role in fulfilling their needs, such as empowering women (Widodo et al. 2011; Handajani et al. 2015) and traditional fisherman's wives (Rahim et al. 2016). Because if fishermen are harder to earn, the hardest party to bear life in fisherman's household is the fisherman's wives or women (Kusnadi, 2009).

The magnitude of the contribution of fishermen wives to the increasing income of traditional fishermen households (Akbarini et al. 2012) is a form of ability and independence of women in coastal areas to sustain their family's economy. According to Azizi et al. (2012), fisherman wives dominate working in the field of the fish processing industry, fish traders, and practical preparation, while fisherman works in fishing operations only.

Fishermen women have a dual function, namely as the wives of fishermen and head of the family when the fishermen go to the sea (Marini and

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ISSN 2615-6075 online; ISSN 2615-6946 print
@UWG Press, 2018
OJS <http://publishing-widyagama.ac.id/ejournal-v2/index.php/jsted/>

Ningsih, 2015). Study of Nugraheni (2012) showed that besides as fisherman woman, their role is as housewives (domestic), participants, and earning a living for the economic fulfillment of his family.

Those research indeed differ from the study found by Widodo et al. (2011), which is the empowerment of fishermen women in the coastal area of Pondok Kelapa District, North Bengkulu Regency with the application of Post Fish Processing Technology. Handajani et al. (2015) analyze the model of fostering traditional female fishermen in the South Coast Areas to improve the welfare focused on abon processing. Nandy (2015) in the West Bengal India finds the role of microfinance and self-help groups in empowering women fishermen. Meanwhile, Puspita and Widanta (2016) in Sarangan Village explored the form of fishermen wives empowerment program and Haque (2016) in Balbari District India in empowered women with fishing practices.

The fisheries development objectives include improving the welfare of fishermen, fish farmers, and other coastal communities (Keputusan Menteri Kelautan dan Perikanan No.18/Men/2002). Furthermore, the policy conducted through the development of economic activities, improving the quality and quantity of human resources, institutional strengthening social, economic, and utilizing the marine and fishery resources in an optimal and sustainable (Keputusan Menteri Kelautan dan Perikanan No.18/ Men/2004).

Based on this, the empowerment strategy of the traditional fishermen wives in the west coastal area of Barru Regency of South Sulawesi Province Indonesia is fascinating to be studied. According to the Karunia (2009), the concept of empowerment implied independence, participation, network, and justice. It enhances the power of individual level and social groups that can improve the livelihoods of coastal communities. The empowerment frequently stated as the development of small and medium enterprises (SMEs), by establishing integrated fishery agribusiness system, improving the quality of fisheries human resources through enhancement of fisheries science and technology implementation and development of marine industries.

RESEARCH METHOD

The type of the research used by the researcher was the descriptive method. According to Singarimbun and Effendi (1989), it is a careful measurement of social phenomena. In connection with this research, this formulates the strategies to improve the economy of traditional fishers through the development of models to improve the empowerment of fishermen's wives to develop the household economy in the West Coastal Areas of Barru Regency, South Sulawesi Province Indonesia.

Furthermore, based on the time dimension cross-section data of 2016, it was sourced from the primary data. The samples of the research respondents were traditional captive fisherman's wives (outboard motor boats and non-powered motor boats) by the census as many as 34 fishermen wives working in business groups in the sample district (Table 1). It was directly next to the western coastal areas and the Sulawesi Strait (Dinas Perikanan dan Kelautan Sulawesi Selatan, 2015).

Table 1. Business Group Membership of Traditional Fisherman's Wives in Barru Regency

No	District/Village	Name of Business Group	Total	Women	Fisher-man wives
1	Barru/Sumpang Binangae	Sejahtera	8	6	4
2	Balusu/Madello	Konya	10	8	7
3	Soppeng Riaja/Lawallu	Asoka	20	15	11
4	Tanete Rilau/Likupasi	Istana Sunu	14	11	9
5	Mallusetasi/Kupa	Berkah	5	3	3
Total			57	40	34

Source: Rahim *et al.* (2016)

Furthermore, the empowerment strategy of the fisherman wives was formulated using SWOT analysis (Strength, Weakness Opportunities, and Threats) (Rangkuti, 2015).

RESULT AND DISCUSSION

To improve the economic improvement strategy of the traditional fishermen households in the western coastal area of Barru Regency, it is not only to assess the implications of the Sapras assistance program, but it is necessary to consider the sustainability aspect of a fishing business. The strategy of empowering fishermen's wives to

improve the fisherman's household in the Barru Regency is through the method of identifying external factors and internal factors from various aspects. The methods approach are SWOT analysis.

Table 2. Assessment of Internal Factor Analysis Summary (IFAS)

Internal Factor	Weight	Rating	Score
Strength			
1. The potential age of fisherman's wives	0.23	3	0.69
2. The motivation of fishermen wives	0.22	3	0.66
3. The shelf life of processed products	0.24	3.5	0.84
Total Strength			2.19
Weakness			
1. The weakness of capital in fish processing business	0.07	1	0.07
2. A lack of community business of fishermen	0.07	2	0.14
3. The women business group is not yet developed	0.08	2	0.16
4. The limitations of supporting facilities in business groups	0.09	1	0.09
Total Weakness			0.46
Total Internal Factors			1.00 2.65

Description: 1 = very weak; 2 = rather weak; 3 = somewhat strong; and 4 = very strong
Source : Rahim et al. (2016)

Internal factor that directly affects the activities of the economic improvement strategy which consists of strength and weakness While an external factor is from the environment which also influences the actions of empowerment of the fishermen women which consists of opportunities and threats.

The internal and external factors that influence how the fishermen women empower are the matrix model of IFAS and EFAS. Based on IFAS analysis, the total internal factor value obtained was 3.37 which is greater than the average value of 2.65. This gives an illustration that the internal situation of women fishermen actually can overcome various internal problems to capture fisheries business.

The IFAS calculation results showed internal factors that have the main strength to improve the fishermen's household economy were (i) the potential age of coastal fishermen women (0.69), (ii) the motivation of coastal fishermen women (0.66), and (iii) the shelf life of processed products (0.84).

Meanwhile, the main weakness in the improvement of household fishermen economy

consisted of (i) the weak of capital in fish processing business (0.17), (ii) the lack of business community of fishermen (0.14), (iii) the simple technology for capturing fisheries processing business (0.16), and (iv) the very low of production and marketing of processed products such as abon in some business groups (0.09), as presented at Table 2. In the external factors or EFAS, the total value obtained 3.37 in which it is higher than 2.5. It provides the understanding that the environmental condition of the west coastal area of Barru Regency can give a positive response for the empowerment of fishermen women.

Table 3. Assessment of External Factor Analysis Summary (EFAS)

External Factor	Weight	Rating	Score
Strength			
1. The potential of fish resources has not been utilized optimally	0.21	4	0.84
2. The local government and private sector policy support	0.20	4	0.80
3. The cooperative membership of fishermen	0.19	3.5	0.67
4. The employment opportunities in the field of processing of capture fisheries	0.20	4	0.80
Total Strength			2.19
Weakness			
1. The price of the competitor processed products	0.07	1	0.07
2. The existence of famine season	0.06	2	0.12
3. The fresh fish prices fluctuate	0.07	1	0.07
Total Weakness			0.26
Total Internal Factors			1.00 3.37

Description: 1 = very weak; 2 = rather weak; 3 = somewhat strong; and 4 = very strong
Source : Rahim et al. (2016)

These findings are different from the studies of Firdaus and Rahadian (2015) in Penjab Village, Pemangkat Subdistrict, Sambas Regency which found that most fishermen wives have jobs as fishery product processors (crackers, dried fish and shrimp paste) so that the household income is highly dependent on the catch of her husband.

Furthermore, the result of EFAS analysis (Table 3) shows that the main external factors that influence the empowerment strategy of the fisherman woman are (i) the minimum use for potential fish resource (0,84), (ii) the local government and private policy support (0.80), (ii) the cooperative members of fishermen (0.67), (iv) the employment opportunities in the field of processing of capture fisheries (0.80). On the other

hand, the main threats are (i) the price of competitively processed products (0.07), (ii) when famine season exists (0.12), and (iii) the fresh fish prices fluctuation (0.07).

The improvement strategy of the fisherman household through empowerment of the fisherman wives was expressed through the external factor and the internal factor. Those are developing the strength and opportunity owned and minimizing the weakness and threat faced. Based on IFAS and EFAS, an alternative strategy of the empowerment

of fishermen woman submitted in Table 4.

The result of SWOT analysis (Table 4) has formulated 6 (six) alternative improvements of the empowerment strategy of fisherman woman. Those were: (i) how the institutional strengthening of coastal community developed, (ii) the development of access to capital, (iii) access to infrastructure and facilities build, (iv) processing equipment technology supplied, (v) modified product technology created, and (vi) marketing of fish caught production opened.

Table 4. SWOT Matrix Strategy for Improving Household Economy

External Factors	Internal Factors	Strengths 1. The potential wives of coastal fisherman's wives 2. The perseverance and motivation of coastal fisherman's wives 3. The shelf life of processed products	Weaknesses 1. The weak capital in fish processing business 2. The lack of business community of fishermen 3. The non-existence of fisherman's women business group 4. The limitations of supporting facilities in some business groups
	Opportunities 1. The minimum utilization for potential fish resources 2. The local government and private sector policy support 3. The cooperative membership of fishermen 4. The employment opportunities in the field of processing of capture fisheries	SO Strategy – The development of processing equipment technology	WO Strategy – The development of access to capital – The development of access to infrastructure and facilities – The development of institutional strengthening of fisheries products business
	Threats 1. The price of competitor processed products 2. The existence of famine season 3. The fresh fish prices fluctuate	ST Strategy – The development of marketing of fish cultivation	WT Strategy – The development of processed product modification technology

Source: Rahim et al. (2016)

These findings differ from the study of Widodo et al. (2011) that found that the fishermen wives in the coastal area of Pondok Kelapa District of North Bengkulu Regency empowered with the application of Post Fish Processing Technology through 3 (three) stages, including community development, pre-business development, and business development.

Handayani et al. (2015) found a focal model for a traditional fishermen women. The model related to business development included technology processing, business management, marketing techniques, marketing management, business network building, promotion and finding customers. While the findings of Puspita and Widanta (2016) in Sarangan Village in the form of fishermen wives empowerment program that is the skill training such as sewing, fruit basket making (made from

rattan or palm leaf), and making souvenir (from bamboo, wood and coconut shell).

CONCLUSION AND SUGGESTION

The strategy of empowering the traditional fishermen's wives in the western coastal area of Barru Regency South Sulawesi Province Indonesia was to improve the household economy through a strengthening of activities. These included the coastal community institution, the access to capital, the access to infrastructure and facilities, the technology of processing equipment of catch, the technology change of processed product, and the marketing of caught fish products.

The strategy of empowering the traditional fisherman's wives can be carried out by a technical assistance program of interest-free loans. The support can be obtained from the local government of Marine and Fishery Agency and Industry Service,

and non-governmental organization / NGO). This program can be financed from domestic or foreign funding sources, involving fishermen's wives in the region.

ACKNOWLEDGMENT

The authors would like to express their gratitude to the Office of Marine and Fisheries of Barru Regency which has provided information in the form of secondary data. The appreciation also goes to the Ministry of Research and Technology (Research and Technology) of the Directorate General of Higher Education (DGHE) that has provided research grant funds in the Competitive grant of applied product research scheme 2015-2016 so that this research can be completed.

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