

Role Increase Model In Family Income Generating Of Poor Fisherman Wives In Coastal Areas Of Mataram

I Dewa Gde Suartha, Theresia Suzanna Catharina, Nenet Natasudian Jaya

¹Agribusiness Department/Agriculture Faculty, Mahasaraswati University of Mataram
Jl. Amir Hamzah 11, West Nusa Tenggara, Indonesia.

²Agribusiness Department/Agriculture Faculty, Mahasaraswati University of Mataram
Jl. Amir Hamzah 11, West Nusa Tenggara, Indonesia

³Management Department/Economic Faculty, Mahasaraswati University of Mataram
Jl. Amir Hamzah 11, West Nusa Tenggara, Indonesia.

Abstract: *This study aims to improve the welfare of fishermen families through the increase role of the fishermen wives in income generating for their families. This study is to formulate a model of increasing the role of fishermen wives in income generating for productive entrepreneurship-oriented business development through the processing and management of the caught fish. The research subject is for 60 people from 6 villages along the coastal side of two subdistricts (Ampenan and Sekarbela). Ten people is taken simple-randomly from each village by considering their representatives. And the involved informants are taken by purposive sampling technique based on the required informations. Each group is arranged to develop fish processing business, namely the production of salted fish, boiled fish, and fish crackers. This study used qualitative method, so the life of poor fisherman family would be well understandable directly on site, especially those related to the poor fishermen wives empowerment based on their own potentials and the existing marine resources. The formulation of model empowerment of fisherman wife is begun by identifying the potentials of the community economic business development, program socialization, building target groups, designing fish processing business model. Model empowerment of poor fishermen wives is developed through three basic development concepts, those are: Community Development, Pre-Business Development, Business Development. It is expected that this empowerment model can be applied to other poor fishermen wives in order to improve the fishermen families welfare in Indonesia.*

Keywords: Role in Income Generating Model, Fishermen Wives, Entrepreneurship, and Business Management.

1. Introduction

The fishermen, especially those in coastal areas Mataram, faced with various problems, ranging from difficulties due to rising prices of basic commodities as a result of rising fuel prices until the issue of the use of formaldehyde in the effort of processing the catch. This problem is all the more difficult their lives, so that the poverty status, limitations, and underdevelopment are still always attached to them.

Potential of marine resources in their area is very large, but due to various constraints causing them to not be able to explore and manage the resources optimally. Moreover, the fishermen generally do not have the knowledge and skills of processing that can protect from damage to the catch. Their knowledge and skills are still limited and have never gained the innovation management of the fish. In addition, the role of women has not been optimal fishing families in helping the family economic improvement, especially with regard to the results of the post-capture processing. In addition they also do not have the ability in business development, so that all the causes of their lives are still marginal and poor.

Mataram, West Nusa Tenggara, has a fishing area located on the west coast town along 9 km, which is in the district and sub-district Ampenan Sekar Bela. Of the 15 villages in the two districts, there are 6 urban villages in the coastal areas which Ampenan Village South, Central Ampenan, Bintaro, Banjar, Cape Coral and New Jempong. Judging from the average level of poverty, the coastal regions tend to have higher poverty rates than the other regions.

The condition causes the limited ability of fishermen to increase revenue, employment, and not maximum utilization of the existing potential of marine resources. Hence the need for the development of entrepreneurship and the introduction of productive economic activities through the processing of the fish. With these efforts is expected they will be able to process the catch that has added value and become commodities.

Limitations faced by fishermen in the coastal areas of Mataram is the lack of entrepreneurial motivation and lack of knowledge on post-capture processing products (fresh fish). Products catches are highly vulnerable and can not last long, so it requires a separate treatment, especially when the total catch is abundant. This condition often, causing the fishermen or traders to take shortcuts in order to maintain the durability of the fish, using formaldehyde or other hazardous substances, while formaldehyde is very dangerous for human health. Besides the problems in marketing, especially by traditional fishermen who are still very limited and only subsystem that is not able to accelerate the increase in the welfare of fishermen families.

The aim of this study are applying the model to increase the role of women in income generating fishermen through entrepreneurship development based processing of fish catches; increasing the role of women in improving the welfare of fishermen families through entrepreneurship based on the processing of fish that can be developed; standardise models increase the economic role of women fishers adaptive and

effective based on the potential of marine resources in coastal areas Mataram.

The benefits of this research is to build entrepreneurial attitudes and behavior of women of fishermen in coastal areas Mataram by applying simple technology of processing of fish, such as pemindangan, drying, and manufacture of marine fish cracker, which is able to penetrate the local market, regional and national levels. As well as the expected multiplier effect (multiplier effect) of this fish processing business is the creation of new businesses, such as venture paste, paste, wrapping craftsmen, etc. all of which can take advantage of women's employment of fishermen in the region.

2. Literature Review

2.1 *Fishermen Wives' Role in Income Generating*

Mataram coastal marine fisheries production activities show specific symptoms that are very clear gender roles, where men dominate the production process while women only act as the manager of the post-production of very low economic added value. Furthermore, it is also found that the level of participation of women in the household economy nekayan very low. This is demonstrated by the role of women in the fishing community who have not considered meaningful as producers of family income, is only considered a mere byproduct revenues, this is caused by the activity patterns of production in the fishing sector is hardly involve women in the overall production process of fish.

Some previous studies showed some indications that: (1) the role of women fishers tend to be static and is influenced by the attitude of the local community, (2) level of skill as stock average life is low, (3) tends to be bound by its status as a wife who care about the household alone and opportunities for economic activity productive bit, (4) the proportion of women's working poor fishermen tend to become a bit and taken over by the male, and (5) the quality of skills possessed very low due to the lack of training provided by other parties, so the cornering position of women to help her husband meet the needs of family life.

One alternative to women's economic empowerment of poor fishermen was the discovery of appropriate technology integrated models for treating post-catch fish. This technology is a simple technology that is easy to learn, easy to be absorbed and carried out by the community, with relatively low operating costs, raw materials / raw easily obtained, and equipment readily available in each area [13].

This technology has a multiplier effect (multiplier effect) as downstream industries, such as industrial shrimp paste, paste, wrapping craftsmen, local transportation business and trade fresh fish or processed at the local level, all of which can take advantage of the local female labor force..

2.2 Entrepreneurship

Entrepreneurship can be defined as someone the courage to carry out a business activity. Leibenstein Harvey (1979), argues, entrepreneurial-activities includes activities required to create or implement the company when all the market yet or have not been clearly identified, or the components of the production function is not completely known. Penrose (1963): The activities include identifying entrepreneurial opportunities in the economic system. Managerial capacity or ability is different from the entrepreneurial capacity. Frank Knight (1921): Entrepreneurs try to predict and respond to market changes. This definition emphasizes the role of entrepreneurs in the face of uncertainty

on the market dynamics. An entrepreneur is required to carry out the basic managerial functions such as guidance and supervision.

Therefore, with a grown entrepreneurial knowledge, will evoke the spirit of the Indonesian people to participate in creating jobs with entrepreneurship, not only the job seekers (job seeking), and will increase the GNP which will further strengthen the national economy at the macro, and accelerate the wheel national development, because of the availability of the budget increase.

From some of the positive impact of entrepreneurship, it can be concluded that entrepreneurship aims to improve the local economy and generally improve the dignity of private entrepreneurs as well as the nation.

3. Research Method

This study is a descriptive analysis, a study that provides an overview on women's entrepreneurship development and application of simple technologies fishing sea fish processing catches. Consequently, this study more to explain, analyze data and ultimately led to a number of practical recommendations which still needs to be studied more deeply to find the best solution.

The subjects of the research were taken as many as 60 people, divided into 6 sub-district, located in the coastal region, from 15 villages in two districts (sub-district and sub-district Ampenan Sekarbela) is. Where from 6 urban villages, namely Ampenan Village South, Central Ampenan, Bintaro, Banjar, Tanjung Karang, and New Jempong, each taken as many as 10 people randomly by considering representations. While informants involved will be taken through purposive sampling technique based on the information that is needed.

This study used qualitative methods in order to understand the lives of fishing communities poor in the study, especially with regard to women's economic empowerment poor fishermen based on their potential and the potential of marine resources are close, and can also understand the factors that lie behind them. Collecting data using the approach: observation, hearings, interviews, observation and participatory action research. The strategy used in this approach are: the stage of the initial visit and pengakraban themselves with the local community, the search for secondary data, site selection, and the establishment of target groups based on their potential.

The data analysis in this study will be carried out continuously from the beginning until the end of the study. In the analysis of this data, the data compiled, which is classified in patterns, themes or categories. After that they held interpretation, which gives meaning, explain the pattern or category and also search for attachment of various concepts. In this way women entrepreneurship fishermen using simple technology of fish processing would be a symptom of social and economic culture that is complex, and will be described in a quality that is closer to reality and revealed the things that lie behind them.

4. Result And Discussion

4.1 Captured Fish Management

Based on the fishing grounds in the district and sub-district Ampenan Sekarbela, Mataram, the development centers were divided into 3 groups along the coastline, which includes: 1) the Village and South Ampenan, Village Middle Ampenan into Group A; 2) Village Bintaro and Village Banjar, Group B; 3) Sub-District and Village Jempong Tanjung Karang Baru, with the name of Group C. Each group for a temporary 20-

member women fishermen. Each group is directed to the development of fish processing business includes: 1) the drying of fish; 2) pemindangan fish; and 3) fish crackers. Put in the form of knowledge production management, marketing, and simple bookkeeping.

Training and employment in the group given to each group to practice the simple design of a fish processing technology to produce products that are standard and the group members have the skills independently. It is necessary for post-training evaluation. If the members of the group still has not been able to produce good and standards do remedial training so that certain members of the group will be able to start a business on their own. All products are produced at the end of the activity is labeled the name of each business group. The label aims to provide the characteristics of products based on group identity.

Furthermore, the researchers aid in the form of aid pembinaan business management production management, financial management, simple bookkeeping, and marketing management. Researchers help marketing network marketing network covering traditional markets, supermarkets, shops for souvenirs, and counter-counter travel agencies, and souvenirs. To improve consumer confidence, investigators assist in coaching toward certification of products includes health permits, permits industry, halal label and various permits in business development.

4.2 Fishermen Wives' Enterprise Model to Increase Income Generating

Formulation of fishermen women entrepreneurship begins with the identification of economic potentials and development of the fishermen communities, socialization program, the establishment of the target groups, arranged the fish processing business models, until the implementation of the post-capture fish processing. This model developed through three basic concepts of development, namely: Community Development, Pre-Business Development, and Business Development, which can be seen schematically in Figure 1 below:

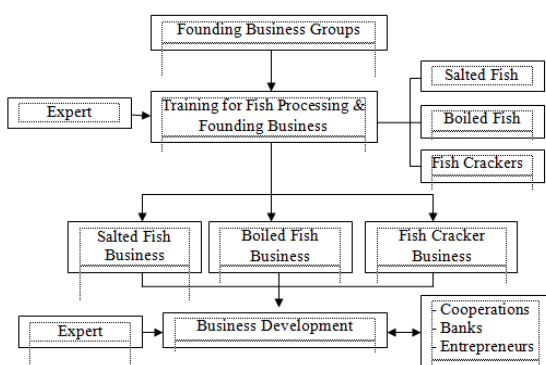


Figure 1. Entrepreneurship Model for Enhancing the Role of Fishermen Wives In Income Generating

a) Community Development

To facilitate the development and empowerment programs, the fishermen women were accommodated in a single group called the target group of the program. The groups were formed during the socialization activities through FGD (Focus Group Discussion) in the six coastal villages as targeted programs. Members of each group consists of housewives and young women entirely derived from the family of fishermen. In a group average consists of 20 fishermen women. With the establishment of the fishermen women groups, mean the early stages of the development programs had been reached.

b) Pre-Business Development

On the stage of pre-business development is not only limited to preparing established business groups, quality products and ready to sell, but the fishermen women groups are prepared for larger enterprises development, so as to accelerate the economic improvement of the fishermen families. Therefore, in this stage the necessary assistance and guidance so that the process can be realized.

Mentoring and coaching is done in the form of facilitation and accessibility of business, especially in the capital and marketing of processed fish products. The guidance is conducting initial capital accessibility and distribution channels of the processed fish products that can be accessed by the groups, so that when they reached the stage of business development, the groups will no longer faced with the problem of markets, capital, and other inhibiting factors. Thus, the overall goals of the fishermen women development are achieved in accordance with the objectives of the program.

c) Business Development

The final stage of the entrepreneurship model to increase fishermen women's role in revenue generating is conducted business development. At this stage, the orientation of business activities is no longer focused on the product and the quality of products, but has been on the market and profit oriented. This is due to the estuary end of business development activities is revenue generating of the groups' members, so that the groups should be dynamic.

As in the stage of pre-business development, the business development stage is not just limited to preparing business groups, but also prepared to be able to identify business opportunities and threat, particularly those coming from the external environment. To that end, in this stage of mentoring and coaching conducted market-oriented problem solving, accessibility of capital and raw materials, production technology, and more importantly, is in making better business plan.

Mentoring and coaching is done in the form of business facilitation and accessibility to continue running the business. Therefore, the mentoring role is to develop networking channels for capital and marketing accessibility of the processed fish products that is accessible by the groups, so that the overall goal of the fishermen women empowerment is achieved in accordance with the objectives of the program.

Pilots of the accessible channels on marketing and capital in the previous stages, at this stage, is developed toward mutually beneficial cooperation, with various patterns of cooperation, such as francise or plasma patterns, and so on. At this business development stage, the processed fish products are expected not only to meet the local markets inside, but also outside the province and even export.

Therefore, fishermen women's groups should be able to formulate business plans that are dynamic and reachable, the groups have access to sources of capital, and they can improve and develop production technology so as to increase production capacity and to meet the needs market of processed fish products. If all of these things can be passed by the groups, there will be a business development towards better growth which leads to an increase the prosperity of the poor fishermen families.

5. Conclusion

The process of empowerment of coastal communities, especially the women of poor fishermen families, can be done in three phases: (1) the initial phase, in which the government is the most dominant and society is passive; (2) participatory phase; where the empowerment comes from the government

and the community, and (3) emancipatory phase, the community has been able to find its strength so that it can carry out reforms in actualize itself.

1. Economic empowerment process of the fishermen women through business entrepreneurship should be gradual and adjust with their ability, namely community development, pre-business development, and business development. Which in turn can raise the fishermen women's role in the family revenue generating to increase quality of life and social capacity of the coastal communities. The fishermen communities will have social independence, social mobilization capability and access to economic resources, as well as broad participation in the process of regional development. Automatically when all the condition is reached, the prosperity and economic levels of the coastal society will be better. Finally, the good economic levels of the society will make social stability maintained.

References

- [1] Hayati, 2007. *Gender Lens in Education*. Socialization PUG treatise on universities in the province, Mataram November 26, 2007.
- [2] Heyser, N., 1988. *Issues and Methologies for Gender Sensitive Planning*. Asian and Pacific Development Centre, Kuala Lumpur.
- [3] Indriani YLDT Gultom, KR. Rangga, Sayekti WD, F. Usman, E. Karmawati, 1996 *Study of Women Workload in Dryland Areas and Its Effect on Nutritional Status Family (Case in Lampung province)*. Research Dept. of Lampung Univ.
- [4] Jonson, GL, 1986 *Research Methodology For The Economist, Philosophy and Practics*. McMillan Publishing, London.
- [5] Kartasasmita, Gina. 2003. *Community Empowerment Development Concept Rooted In The Community*. Lecture Materials Graduate Program ITB SP 605, December 1, 2003.
- [6] Pudjiastuti, S and Agnes Qwartina, 1997 *Women's Small Traders Activity Analysis in Traditional Market (Case in Dinoyo Market in Malang City)*. Faculty UNIKA of Widya Karya Malang.
- [7] Prayitno, H and Lincolin Arsyad, 1989 *Farmers and Rural Poverty*. BPFE Yogyakarta.
- [8] Sahara, E., 2000 *Women Empowerment in the Context of Poverty Alleviation in Sumberglagah Village Subdistrict Rembang of Pasuruan*. Unpublished thesis. UB Graduate School of Malang.
- [9] Sauerbrey, Ellen R, 2007. *Works for Women*. HTTP://Usinfo.State.Goiv/ Journals.HTM
Solle, E, 2005 *Empowering Women A Wise Investment. In Economic Perspectives*. Journal USA. Foreign Affairs / Bureau of International Information Programs.
- [10] Sullivan, N., 1994. *Master and Manager: A Study of Gender Relations in Urban Java*, Sydney, Allen and Anwin.
- [11] Sumodiningrat, G., 1999. *Social Safety Web and Community Empowerment*. Journal of Indonesian Economics and Business. Faculty of Economics. Gajahmada Univ.
- [12] Spradley, YP., 1980 *Partisipant Observation*. Halt, Rinchart and Viston, New York.
- [13] Suprapti, S.Sri Rejeki and Hartati, 2001. *Empowerment of Rural Poor Housewife in the District Mragen, Demak Regency*. Woman Empowerment Journal Vol.1, No. 1, 2001.