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The role of coastal women in the development of marine tourism in Madello Village

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Abstract. This study aims to see the extent of the role of women in the development of marine tourism in Madello village, Barru district. This study uses a descriptive method with a qualitative approach, while data collection is done by means of observation, interviews and documentation. Based on research in the field, it was found that the role of coastal women in Madello village was engaged in the service economy sector in the manufacture of mangrove syrup, processed seaweed, shrimp paste and fish shredded processing spread across Ujunge hamlet and Pannikiang island. Efforts to optimize women's empowerment and efforts to awaken poor areas can be pursued, one of which can be done by assisting women to increase existing women's potential, through developing productive businesses and diversifying local products in groups.

Keywords. Development, Marine Tourism, Madello Village

Introduction

The role of women is starting to be taken into account as one of the supporters of development. This can be seen not only in the social sphere, but also in the political sphere which has tended to be the domain of men, but now women have begun to enter into it with the presence of Law no. 10 of 2008 concerning general elections that require each party to include / nominate at least 30% women's representation. By opening up space for women, it is hoped that women through empowerment programs can improve the welfare of their families. The development paradigm shift has a positive impact on women. Women are always seen not as a burden of development. Women have various strategic positions to support development activities. Therefore, efforts to develop the potential of women in the life of society, nation and state are a must as a form of empowerment from women's powerless (Remiswal, 2013).

The participation of women in development in all fields is absolutely necessary, because it is the basic capital in development. To align female workers in work concepts is not merely a matter of pursuing economic interests or increasing income, but also aiming to increase women's participation or role in society.

One of the most neglected resources in the development process so far is the marine and fisheries sector. These marine and fishery resources have great economic potential. The marine and fisheries sector has a strategic opportunity to become a new source of growth for the Indonesian people to get out of the grip of the economic crisis (Kusnadi, 2013).

In fact, to this day the existence of coastal communities greatly supports the independence of the nation given the many potentials they have, such as physical potential, development potential, renewable resource potential, non-recoverable resource potential, geopolitical potential, human resource processes and tourism. , 2020).

Most of the economic activities entered by coastal women, fishermen's wives, are in the fish product processing sector, such as the fish processing industry, fish drying, fresh fish trading, and petis making. Women also work in the home industry of making fish crackers and rengginang, which use sea fish as the raw material. The rest, they work in the service sector, such as opening a shop that sells consumer goods for local residents. Judging from their position in the work activists above, coastal women can play a role as business owners or as workers. Most of the women portray themselves as workers in the business sector. Even if a fisherman's wife has an independent business, usually the scale of her business is small and medium. Very few coastal women have large-scale economic enterprises (Kusnadi, 2013).

Fishermen's wives who work, especially small fisherman households or fishermen's laborers, are the "opening door" for social mobility or vertical mobility. If economic success or life success can be achieved, the work orientation is not only to meet household economic needs, but also to meet other social needs.

The tourism sector is a very important economic sector and as a driver of service activities and local trade. The socio-economic dynamics of the village are largely determined by the productivity of women's resources who are also the backbone of fishermen's household activities. Therefore, if coastal women are able to take a role in the development of marine village tourism in Madello village, it will be very promising for their economic sustainability. The involvement of women in the marine tourism sector is usually in the seafood processing and trading industry, handicrafts, and in the economic sector such as opening a shop or shop.

The role of women in community-based tourism is still minimal, even though the involvement of women is the key to successful tourism management and can improve community welfare. Ideally, the involvement and participation of men and women are equal because both play a role in the advancement of the tourism location itself (Mu'tamaroh & Pantiwati 2020). But the facts speak otherwise. Based on research that has been done by Argryo (2012), relating to the presence of women and about tourism with the title of empowering women in community-based tourism (case studies in three tourist villages in Central Java), reveals some very interesting facts. Argryo (2012) in his research explains that, in three tourist villages in Central Java, namely Bejo Village, Karanganyar Regency, Kliwonan Village, Sragen Regency, and Samiran Village, Boyolali Regency, it is known that "the number of women involved in managing this community-based tourism area is far less when compared to the number of women involved in the management of this community-based tourism area. men.

Efforts to increase women's involvement in environmentally friendly tourism development can be done through the role of associations of self-help groups that allow women to gain greater control over resources such as ownership of materials, intellectual resources such as knowledge, information, ideas and decision-making at home, in the community, as well as at home. nation. This is in accordance with the results of research by Suja (2012) in his research in Tamil Nadu in 2012 which states that the association is concerned with improving skills, facilitating new discoveries, gaining access to credit from financial institutions for micro-enterprises, inculcating a frugal life and credit supervision for micro-enterprises. poor woman. According to him, women can achieve power, if she has a decent status financially, socially and culturally. This is called empowerment. Radel (2012) further stated that alliances are quite successful in meeting conservation interests, contributing to women's livelihoods, and

improving their relative position in households and communities through changes in gender control of resource decision-making.

Madello Village is one of the villages in Barru Regency located in Balusu District which is approximately 15 kilometers from the center of Barru Regency. Madello village is one of the villages directed by the Barru Regency government to become a family planning village because the birth rate is not controlled, the average population in this village earns a livelihood as fishermen. Madello village has a fairly long coastline with beautiful natural scenery, fishing boats parked neatly on the beach. In the afternoon and in the morning, tourists are presented with the daily activities of fishermen.

The same is true for coastal women in Madello Village. Coastal women in Madello Village choose to work amidst the busyness they have to run as housewives. Most of them choose to work as sellers and processors of seafood in order to increase the economic resilience of their families. The main reason they choose this job is because the time is not tied (flexible) and the raw materials are easy to obtain. So they still have time to do their job as housewives whose job is to take care of the personal needs of their children and husbands. They realize that they must play an active role so that the needs in their family can be met. They know that most of the responsibility for the daily survival of the family is in the hands of women as mothers and fathers. The role of women in making money is an alternative to deal with the emptiness of fishermen's income in the famine season, and increase the economic resilience of fishermen's households during the harvest season. The Madello Village area as a family planning village in Barru Regency has tourism potential in the form of beach tourism and cultural diversity, but this area is also experiencing environmental damage so that tourism must be managed properly in order to be able to support the sustainability of existing resources as a tourist attraction. The problem is, the interaction of women in tourism development is ignored, so that the policy has not been able to attract the need to increase women's capacity in tourism development in Barru Regency.

Empowerment of women in Madello village is divided into three groups, first; The women's group formed by the agriculture office is the Women Farmers Group (KWT), the second; The women's group formed by the Madello Village government is Empowerment and Family Welfare (PKK), and the third; The Majelis Taklim group formed by the PKK. The lack of government attention in empowering women in the tourism sector in Madello Village is the author's concern, the natural potential of coastal tourism owned by Madello village should be developed into a tourist village so that women's empowerment in development is not only limited to the domestic sector. Seeing the various potentials it has, Madello Village deserves to be developed as an attractive and potential tourist destination, but in reality at this time the potential has not been developed to its full potential, only the potential for marine products is utilized and managed properly. The purpose of this study was to determine the role of coastal women in Madello Village in the development of marine tourism.

Methods

The type of research used is descriptive qualitative research. This qualitative research uses the required research instruments in the form of interview guidelines, observation guidelines, audio recorders, cameras, and video cameras. The implementation technique is carried out informally, directly involved in people's lives so that it does not show an actual research activity. The research instrument was an interview guide in the form of a list of questions. Primary data is collected from key respondents, including information or information from local communities who directly participate in the management of tourism villages such as community leaders, community tourism village managers, and visiting tourists. Secondary data

is data collected and published through media tools by certain agencies and institutions related to the substance of the research being carried out.

Results and Discussion

The role of coastal women in Madello Village in the development of marine tourism

Coastal women face several problems in increasing their participation in the field of tourism development, among others, in the form of limited professionalism to manage business activities that support the tourism sector. Production factors and product marketing are still limited or substandard; cultural background and perceptions of some rural communities that are still gender biased; limited funds to provide facilities and infrastructure for tourist objects, less intensive cooperation and coordination between sectors/agencies so that the implementation of coastal women's empowerment in the tourism sector is still not optimal. Most coastal women do not have meaningful skills to earn a living. For those who have skills, it turns out that they also feel that the skills they already have are still not enough to be used as business capital.

Most coastal women are groups of women of productive age who are part of coastal communities, who live on the coast of the Indonesian archipelago or on the outer islands, with characteristics of relatively traditional coastal villages, and whose socio-economic life is highly dependent on marine resources. The life and economy that coastal women work for cannot be separated from the traditions of the surrounding community. Coastal communities in general have professions as fishermen, fish, shrimp, processors and traders of marine products, working on agriculture and processing agricultural products with coastal plant species.

Job opportunities and development in the economic sector for coastal women are actually wide open. The advantages and natural wealth of the coast which has a tourist attraction also provides a wide space for women to open a productive economic business. However, the absorption of women's labor so far has not been able to place women in strategic positions. The female workforce is an element that needs attention. Women are a workforce that can be developed and have inherent characteristics that allow them to support the continuation of a productive economic enterprise. With the development of a female workforce, it is very possible for the growth of a more entrenched productive economic business sector. In addition to this effort being a contributor to a new forum for the workforce, it can also have a positive impact on increasing income per region which will have an impact on reducing the concentration of poverty in the area.

Productive economic business is very suitable to be run by women, because in this case it does not require women to leave 100% of domestic tasks in child care and household work. Productive economic business can be done in the home environment, such as home industry is a form of productive economic business that is relevant. Women basically have a very important potential in the family's productive economic business.

This can be seen from the results of research conducted by Setyawati (2006). The results of the study indicate that women have a significant role in meeting the economic needs of the family. The concentration of coastal female workers shows a tendency in the productive business sector that utilizes local potential. This condition can also be seen in the coastal female workforce in Madello Village, which in essence is mostly absorbed in household labor and productive economic enterprises. Productive economic enterprises supported by women workers need to receive an important portion of attention.

Productive economic enterprises supported by women workers need to receive an important portion of attention. Moreover, the location of Madello Village which is on the coast is very supportive of women in this village to work on a productive economy. One of the

programs that have been realized is the home industry for shrimp paste, making mangrove syrup and various processed seaweed products.

Apart from being supported by the abilities and skills of the PKK women themselves, it is unfortunate that there are still many potential natural resources that have not been optimized. One of them is the processing of shredded fish, so far the fish caught by the fishermen of Madello village are still sold in fresh form and some have been processed into crackers but marketing is still limited to orders only. The processing of processed fish floss which is still very limited is very unfortunate, even though Madello Village is one of the fish producers in the Balusu sub-district. It should be with a lot of diversification of shredded fish processing can provide added value to the income of the community in Madello Village, especially for women or mothers themselves.

In order to increase the income of the community in Madello Village, the Madello Village community must have independence in supporting and increasing their income, of course this can be realized through community empowerment, especially through empowering women. Community empowerment is one of the pillars in strengthening the regional economy specifically, in this case it must start from the smallest environment of the community in the village itself. The role of the government and all stakeholders including universities which are the driving force for community empowerment which is part of the tri dharma of higher education is also very necessary. There is a lot of potential that exists in Madello Village itself, however, there are still many people who have not been able to take advantage of the existing potential. One of them is the processing of shredded fish, which is still limited to being sold in fresh form, although some have been processed into crackers, but in terms of marketing it is still very limited and only sells when there is an order. Shredded fish itself has good nutritional value, but indeed most people rarely like to eat fish. The purpose of the diversification of processed shredded fish itself is expected to attract consumers, especially those who are not too fond of eating fish, can feel the benefits of eating fish themselves but are served in attractive processed forms and one of them is made in the form of shredded fish. The shredded fish made from fish itself is expected to attract the interest of children who do not like eating fish to become fond of eating fish and of course it is very good for their brain development.



Figure 1. Extension and practice of making shredded fish in Madello Desa Village.

Extension activities are carried out using lecture and demonstration methods. The lecture method is carried out to convey general information about the nutritional content and benefits of shredded fish and how to make business books. The manufacture of processed products from shredded fish, especially into shredded fish is carried out by the demonstration method.

The training materials cover the process of separating shredded fish from the flesh and thorns, making shredded fish, packaging methods, using production equipment, how to calculate finances and determine prices, as well as online marketing methods. The evaluation was carried out in the form of control questions which aimed to see the attention and interest of the trainees.

The role of coastal women can be developed to improve the economic welfare of the community. Coastal women can improve human resources and skills in processing fishery waste craft products in accordance with market demands and avoid threats that can hinder the improvement of the economic welfare of coastal communities.

Coastal women craftsmen of fishery waste can maximize their existing strength by taking advantage of their spare time from their core role as housewives and the raw materials that are widely available in the area to make handicrafts of fishery waste. In addition, there is a strong motivation to help the family's economy as well as the role of support from the government in developing community empowerment, which can be put to good use for coastal women craftsmen of fishery waste to take part in soft skill trainings to increase the creativity of the products produced.

Coastal women craftsmen of fishery waste can also take advantage of the tourist sites of Ujunge beach and Pannikiang island, with consumer orientation who are tourists from outside the region by adding a place for distributing fishery waste handicraft products such as shop houses or souvenir outlets by offering handicraft products that characterize the area. . In addition, to expand the online marketing network, coastal women can use technological developments both through social media and online sales.

Coastal women's groups of fishery waste craftsmen can also take advantage of exhibitions and promotions in collaboration with the Government to introduce products produced by coastal women craftsmen of fishery waste to the market both at the local (inside the region) and national (outside the region) levels. The economic welfare of the surrounding community can be improved by implementing this strategy to achieve a final result that will benefit all parties, especially for coastal women who are craftsmen of fishery waste.

Generally, women try to develop their businesses by opening shops or food stalls because of their limited ability to develop other types of businesses. However, this effort is often unsuccessful because there are many competitors, lack of experience, and limited capital for wholesalers from other sub-districts. Few of them are trying to be self-employed such as opening bridal makeup or sewing. Limited and uncertain incomes encourage some of them to borrow from moneylenders in the village. For women, borrowing from moneylenders is easier because it does not require administrative requirements as if borrowing from a bank.

The involvement of women in the tourism sector is indeed increasing in all fields of tourism business. Although statistically it seems still limited, this research data shows that in the tourist area of Madello there appears to be the involvement of women in various sectors. This study looks at the involvement of women in tourism activities, from two sides, namely, those who sit as decision makers (owners) and those who are directly involved in tourism activities such as sellers of catches and informal workers.

Based on the results of research before and after tourism developed dynamically in the Madello Beach area, the division of labor for women and men here is not too different, except that domestic activities are fully borne by women (Setyawati, 2010). Other work activities, such as working in the fields, looking for animal feed, looking for firewood, and caring for livestock, are collective work or done alternately. Their income is on average only as additional income in the family and they state that by having their own income they feel they have things that are not much different from the husband/partner in making decisions in the family.

The involvement of a woman in work is based on economic and social reasons. In general, women work for reasons such as to seek additional family income or for personal reasons such as increasing their role and status in society. By working in the tourism sector, women get additional knowledge directly, such as the ability (skills) to communicate with other people (tourists), besides that, women's management abilities are also increasing. Along with the increase in these abilities, they socially have better 'bargaining power'. By working they feel they have added value in society. This makes them feel more valued than just ordinary housewives or as women who do not work. With involvement in the world of tourism, in this case tourism, the resource persons also believe that the community appreciates more than that being able to participate in social activities in their environment such as in the RT environment and in PKK activities and has more confidence because they feel they have advantages compared to others. those who don't work.

According to information from the village head, women were never included in regional development activities, because development problems were left entirely to men or village administrators, most of whom were men, and also added by the village woman who is also the head of the PKK, that Regional development affairs are not women's business because women are only included in various PKK activities. So awareness about gender equality is still not well understood or realized by the Madello Village government, so they are not aware of the gender inequality experienced by women in Madello Village. Because according to him, women are not too important to be included in various regional development programs, because women are busy taking care of their household, especially if the woman also has other activities besides being a housewife.

The activities established by the PKK must be based on the approval of the village head, so every PKK group wants to hold an activity, the PKK head must first report its activity plan to the village head. The activities that have been carried out by the PKK group are sewing training, cake making training, and the formation of the Taklim Council group, but the activities that are most often carried out are cake making, because they can prepare the ingredients and don't spend a lot of money. The purpose of holding these activities are as follows; (1) Sewing training or cake making training aims to provide housewives with skills so that they can become independent women, by opening their own businesses so that women's welfare can be achieved; (2) The formation of the Taklim Council group aims to provide understanding to housewives regarding religious knowledge, and aims to strengthen the ties of friendship for all housewives in Madello Village, in the taklim assembly they also form an arisan so that they can teach housewives to save. However, these goals have not been achieved optimally because there are still many women in Madello Village who do not apply the various trainings they have received from the PKK, while the PKK has also not provided further training to its members on how to apply various activities such as learning about entrepreneurship, so that each member can open their own business and become independent women. Most of the women in Madello Village tend to be less active in public activities, they are more concentrated on domestic activities, so the dependence of housewives on their husbands is quite high. The lack of skill capital possessed by housewives made them less independent, and this was realized by the PKK group so that it formed various activities that could provide business skills capital for housewives in Madello Village, especially the PKK group which in Madello Village it was only activated after MT became the head of the PKK, the previous PKK chairman was not very active in carrying out various PKK activities, even though the organizational structure of the Madello Village PKK group existed.

The members of the PKK group are housewives who do not have a job or are busy. The head of the PKK deliberately chose housewives who had no work or other activities, so that

they were easier to collaborate with if there were various activities compared to women who had other activities or work. carried out by the PKK. While the activities carried out by the Taklim Council are not much different from the activities carried out by the PKK because it is the PKK that forms the Taklim assembly, it's just that in the Taklim Assembly group, they form recitation activities or spiritual showers and also form social gatherings. The taklim assembly group has its own organizational structure, each hamlet has its own chairman of the Taklim Council but they are still coordinated by the PKK.

But in reality, the recitation activities were not active, because according to the chairman of the taklim assembly in Latimpa Hamlet, they only held the recitation once, namely at the opening of the taklim group, namely on 7 August 2011 at the Ar-Rahman mosque in Latimpa Hamlet. . People are more busy with their daily activities at home than recitation activities.

The people of Madello Village do not easily change their activity patterns as housewives, they are already used to their activities at home (domestic activities), so that when there are activities that are different from household activities such as recitation, they will feel lazy to participate in these activities because they are not accustomed to activities outside of household activities or domestic work.

Sewing training and cake making training activities have been carried out for four months, starting on July 10, 2011, and finally they held training on making shredded fish cakes, this activity did not have a specific time because the activities were conditioned by the opportunities of each PKK member, and the activity that is often carried out is making shredded fish cakes, because the main ingredient is fish while in Ujunge Hamlet is a fishing area, so the kuwe making training is more often held in Ujunge Hamlet, where the training is held in turns at the homes of PKK members. , the community was more enthusiastic about this training because of their habit of cooking in their homes, so they were more interested in activities related to domestic work.

The government's attention to the development of women's groups in Madello Village is very lacking, so these women feel very limited in their various activities to become independent women, this is also one of the causes of the lagging of women in Madello Village in terms of their independence, because The government is the driving force in the development of its society, so that without the role of the government, the community will be difficult to progress or develop. A good government is a government that gives full attention to various community activities related to the progress of society.

The Women Farmers Group organization was formed by the agriculture office who was inaugurated by the village head, namely on 16 September 2008, this organization is different from the PKK group, because every activity that will be carried out by the Women Farmers Group (KWT) is decided by the members of the women farmer group. without having to get permission from the village government, even though his activities were reported to the Madello village government.

The Women Farmers Group is independent, its relationship with the village government is only limited to a cooperative relationship in building the Madello Village community, especially the women. The one chosen as the head of the women's farmer group is an agricultural graduate, but her activity is only as a housewife, she doesn't have much activity, but she opens a selling business at home, so she is not too busy with outside affairs, her husband is a junior high school teacher. , he has one child who is now also continuing his education at one of the universities in Makassar. The head of the Women Farmers Group is one of the women who is not very busy, including in her activities in the women's group.

The Women Farmers Group concentrates more on agricultural activities for women, the purpose of forming this organization is to assist women in managing agricultural businesses,

this is a form of gender equality effort that is being pursued by the Women Farmers Group, so that agriculture can also be done by women so that they can help them to earn their own income and become independent women so that the wife's dependence on men which is quite high can be reduced.

The activities formed by the women's farmer groups are related to agriculture, and the activities they have done are, providing socialization to the community about good agricultural management. The head of the women farmer group was very enthusiastic in socializing to the community about agriculture, but it was only done a few times because the community did not respond well, especially women who were also the main focus of the women farmer group, there were almost no women in Madello Village. found women who work in agriculture, in the village population data there is only one woman who works as a farmer.

Most of them are just ordinary housewives without any work or other activities. Usually women or wives go to the fields if they want to help their husbands harvesting rice, even then the role of women is quite small. Meanwhile, the aim of agricultural socialization carried out by women farmers groups is to expect women to be able to participate in agricultural businesses, especially to housewives who do not have jobs and own rice fields. But in reality, in Madello society, especially women, they are not used to doing work which is generally male work.

In 2010 the women's farmer group again socialized about toga planting, this toga planting can be done in people's homes without having to have large plantations, this toga plant can also help residents in their daily needs such as vegetables or medicinal plants . But in reality, the community is not too responsive to it either, there are only a few houses that we can find the toga plant and this is the biggest obstacle for women farmer groups, namely making people aware of the function of various activities formed by women farmer groups, so that women's groups Until now, farmers are not involved in various women's activities.

"It's difficult for people to follow us because maybe you don't understand the function of this activity, even though at home, Ji was told to grow vegetables, you don't know why the noodles said why, is it because you don't know or are you lazy" (Interview, Ati, 19 August 2021).

As for the way the women's farmer group socializes about the planting of this toga only in their hamlets, and even then it is not comprehensive because she does not do it by holding a meeting, she only informs the community through ordinary talks, so many people do not really know about the planting of this toga. Women farmer groups in fact do not work optimally in teaching housewives who do not have a job, about toga planting or how to do farming, but also because of cultural factors that do not get women used to doing work that is generally done by men. -men, one of which is farming.

Empowerment of women in Madello village is divided into three groups, namely; (1) The women's group formed by the agricultural service is the Women Farmers Group (KWT); (2) Women's groups formed by the Madello Village government are Family Empowerment and Welfare (PKK); (3) The Taklim Council group formed by the PKK.

This is important because socio-culturally, the people in the Madello village area still consider women to have a lower position than men, so they are not given big responsibilities both at home and at work. Unfortunately, the perception of women workers is also not much different from the opinion of tourism stakeholders, so they feel fine if they are treated differently because they are women. Even so, there were some informants who stated that they had the same opportunity to develop as men. Women who have not had the opportunity to participate in tourism development generally express their desire to develop social skills which is more appreciated. This involvement can be active or aspirational. First, they stated that they needed to participate in providing or increasing public awareness of the importance and encouraging women to be more involved in it because it opened up job opportunities for them. Second, it is

encouraged and motivated by stakeholders in tourism so that women's wishes are more involved in facilitating so that these desires can be realized.

On a wider scale, the increase in social status in the community due to participating in tourism activities is twofold, namely directly and indirectly. gain better access to public facilities such as clean water facilities and better roads and access to health clinics.

Effective tourism as a community-based activity should provide benefits to the community, because some of their activities are set aside for nature conservation activities if tourism activities involve nature as the basis of their activities.

The involvement of women in tourism activities can also be culturally beneficial. For example, with the activities in it, women workers will begin to recognize the works of art and culture as well as activities that support tourism, because art and culture are an inseparable part of tourism. They feel that activities in this field bring a positive outlook and this will lead women towards women's empowerment which is an integral part of cultural development. The informants said that by working in the tourism sector, they added a love for local culture such as local arts as a product of local culture. The resource persons also hoped that they would be more often involved in cultural events so that they could be recognized by the public and that they would have more opportunities to produce their works and provide job opportunities for other women in this sector.

From the description above, it can be concluded that there are several opportunities and obstacles faced to be actively involved in tourism activities. Among them is the opportunity to develop considerable personal potential which will later be beneficial for tourism activities and the women involved in it. In general they stated that opportunities need to be increased by the government to actively involve them in real activities, such as regional and national tourism exhibitions. Network development is also important to do, especially with government assistance so that the marketing of products or services can develop more widely. However, if faced more deeply, the challenges faced by women in developing tourism in Madello village are quite large, because they still have limitations, including lack of creativity, assertiveness, and access, both to access to production and services as well as access to marketing. Therefore, it is necessary to increase the support from the local government, not only for product development, but also for marketing and increasing skills through training and courses. This will increase their ability to produce so that their welfare will be better maintained.

The Covid-19 recession and pandemic have increased the impact on women in terms of economic security, employment, political representation and health. Sectors dominated by women such as tourism, retail, sales, manufacturing were hit hard during the PSBB period. More women are in temporary or part-time jobs.

Productive Economic Activities of Coastal Women

Some of the people of Madello Village in the coastal area. The livelihoods of coastal communities are mostly fishermen, net makers, and marine catch businesses. the people have a livelihood as fishermen, net makers and processors of fishery products and farmers. Fishermen in Madello Village go to sea in search of squid, fish, shrimp and other marine products. Generally fishermen from Madello Village are fish fishermen. They go to sea at 3 pm and return at 8 pm to set a trap net. Then at 3 am the next day they went to sea again to take the catch. But there are also fishermen who go to sea to Parepare and the Makassar Strait, so it takes days to a week.

Efforts to optimize women's empowerment and efforts to revive poor areas can be pursued, one of which can be done by assisting women to increase the potential of existing women, through the development of productive businesses and diversification of local products

in groups. In the process of empowering women, they are invited to first identify what are the real needs of women, both practical needs and strategic needs, and the problems. So that women themselves determine the planning, implementation, and evaluation of the specified solution.

With the increase in women's independence in the economic field, the income and welfare of their families will also increase. Furthermore, it will be able to influence other women to want to take part in improving skills and knowledge, so that in the end they are also able to improve the welfare of coastal communities (Indriyati, et al 2009).

The role of women in Madello Village has a dual role, namely as housewives and breadwinners to help increase the family's economic income. The amount and time spent by women in household activities is generally higher than that of men. According to Ninik (2013), the empowerment program is intended to make the community more empowered by involving the community in decision making, in the context of village development with the aim of alleviating poverty. Fishermen's wives who are involved in productive activities have a dominant role in regulating daily household expenses, so the role of fishermen's wives should be one of the considerations in every empowerment program.

According to Indrawasi (2001), the role of the wife in the household, namely in domestic activities and especially economic activities, will affect the position of the wife in making decisions on various problems in the household. Fishermen's wives have an important role in increasing household income. As revealed by Handayani & Artini (2009), women work is to help the family economy.

If it is seen from the type of work done by fishermen's wives in Madello Village, it can be concluded that the work done does not require a high level of education. If it is related to the research results of Nilakusumawati (2009), which states that in general those involved in informal sector work have low levels of education.

Some of the fish processing laborers interviewed such as Mrs. Raodah, Rahma, and Darni said that they did household chores such as washing clothes, washing dishes, cleaning and tidying the house, shopping, and cooking from 5 am to 8 am and then continued work for a living (processing fish) until 4 pm. After returning from work to earn a living, the working mothers return to work for domestic matters such as cleaning the house, accompanying their children to study (as did Ibu Nani and Masidah, who have elementary-aged children), and watching television. The minimal income of fishermen's families encourages fishermen's wives to be more empowered and productive so that their family's economy is better and more prosperous. In a society where the family as the smallest unit experiences an economic shortage, it will be a strong reason for women to carry out productive economic activities to increase family income. This is also urged by the husband's lack of income in meeting the needs of his family, even though husbands do not demand their wives to work. As reported by several processors such as Mrs. Nani, Mrs. Rahma, and Mrs. Darni who said that their husbands never demanded that their wives earn a living, but their husbands' income as fishermen and construction workers did not meet the daily needs of the family. Ms. Raodah, 34 years old, one of the small agents who has 2 children who are still in junior high school and kindergarten, said that her family's economic condition became better after she became a member of a small fish processing business. Currently he has 10 processing workers who are all women, both young and old. Likewise, Mrs. Odah's family who is 47 years old, who has 5 children and 2 grandchildren is a small agent who has 7 workers to process fish.

Odah's mother is the breadwinner for her family because her husband is no longer working. The business of being a small fish processing agent gave him a large enough profit, so that he was able to meet the needs of his family.

Based on interviews with Mrs. Masreni and Mrs. Odah, data on the income and costs of fish processing business were obtained. The price of raw fish for local species is IDR 50,000 per kg while small fish is IDR 35,000 per kg. The processed fish meat is sold to large agents at a price of Rp. 200,000 per kg. Within a day, small agents such as Mrs. Masreni, Mrs. Odah, and Mrs. Sana'ah are able to process around 25-30 kg of fresh fish. So in a day the gross income of this small fish processor can reach a maximum of Rp. 1,500,000. The income obtained by small agents is not only from fishery processing, small fish can also be sold at a price of Rp. 10,000 per kg, whereas if it is processed into salted fish, the selling price is higher, namely Rp. 15,000 per kg. The business of processing fishery products is not a business without problems. Sometimes small agents such as Mrs. Rahma, Mrs. Sana'ah, and Mrs. Odah suffer losses if the fish obtained from fishermen or purchased from fish auctions is not fresh, so the fish meat produced is not good for processing.

Another obstacle that becomes a problem in this fish processing business is the dependence on the husband's catch. As it is known that the fishing business is very dependent on the weather and seasons. If the weather is bad, fish will become scarce, so when the fish production produced by the husband is low, the fish production produced by the wife will also be low. Like what Mrs. Odah did, she turned to other businesses in order to keep earning income to finance their daily needs.

Conclusion

The tourism sector is able to produce various types of businesses related to tourism that can be utilized by both male and female workers. Although women workers have been involved in various activities in the tourism sector because of their gender problem, they are often considered unable to work in public spaces, resulting in various marginalized discrimination and subordination that are found when getting wages or salaries, but women are concentrated in the type of manual work that does not require high education and skills. The potential of women as part of national development cannot be denied, especially in the tourism sector. The dual role of female workers becomes a dilemma, on the one hand as a housewife who has to complete household matters and on the other hand she must be a professional to pursue her career.

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