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**Alfiana Yuli Efiyanti**

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Des. Eko Wahjudi, M.Si  
 Dean, Faculty of Economics



Dr. Wasposito Tjipto Subroto, M.Pd  
 Chairman of the Committee,

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**THE ROLE OF FISHER-WOMEN ENTREPRENEURS TO GENERATE  
FAMILY INCOME**

**CASE IN SENDANG BIRU COAST, SOUTH MALANG**

**Alfiana Yuli Efiyanti**

**alfi\_huda@pips.uin-malang.ac.id**

**Abstract**

Indonesia possesses abundant sea natural resources. Approximately, 70% of the total region consists of sea. Considering that, fishermen should have a good and proper life. However, the fact that is noted by Indonesian statistic shows that 25,5% of the total Indonesian poverty are experienced by fishermen. In Sendang Biru Coast, South Malang, some of fisher-women perform as entrepreneurs. They generate revenues as they have ability to produce captured-fish to be various products such as fish-ball, grilled-fish, bloater etc.

This study aims to reveal the fisher-women entrepreneurs role in generating revenue in Sendang Biru Coast society. Using phenomenological approach, data were collected from fisher-women, local government officers and local people. Data are qualitatively analyzed.

The research finds out that (1) Fisher-women entrepreneurs play important role in generating revenue in Sendang Biru Coast, South Malang, (2) Revenues are obtained from the captured-fish production activities (3) Problems are challenged by fisher-women in their role.

***Keywords: Fisher-women, Entrepreneurship, Generating revenue***

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## 1. Background

As an archipelago country with a total of approximately 17,500 islands, Indonesia has abundant sea natural resources. 70% of the total region consists of sea. Indonesian Marine and Fishery Ministry states that the total of Indonesian sea reaches 5,8 juta km<sup>2</sup>, while the coast is 81.000 km. Considering that situation, Indonesia must be a huge and strong maritime country. However, the fact shows that Indonesia has not totally proven its natural sea possessions. Even the poverty of most of fisherman society describes the contrary situation.

Statistics Indonesia Buerau (BPS) indicates that the percentage of fisherman society poverty is high. It reaches 7,87 million of people or 25,14% of total national poverty (31,02 million people) in

2013. Adisasmita (2013) stated that the most poverty in society is experieced by the fisherman who live in coast. Their life depend on the condition of the sea and the captured-fish that are effected by the

weather. Their job is also fluctuative and high risks. Pakpahan in Santoso (2012) argued that fishermen poverty impacts to low of their *bargaining position*. As the fisherman society is social, political and economical isolated, generally they also live in a low welfare. Like a trap, low welfare impacts to the fisherman quality of education and health. To exit from that situation, it needs efforts from the society and other parties.

Efforts to improve fisherman welfare could be done through understand the fishermen condition and their lifestyle that depending on the nature. Although it can not be accurately predicted, their revenues of captured-fishes generally can be mapped. Which is abudantly on summer, and getting

less on the rainy season. Fishermen lifelihood depend on the rhythm of the sea season. In fishermen society it is common to do a high consumption during high captured-fish season. On the other hand, during low season, their it s very hard to meet their needs adequately.

Poverty phenomenon exist in Fishermen society of Sendang Biru Coast, South Malang, in the point of socially and economically perpective. One of the efforts to reduce poverty from the economic point of view is increasing the family reveneu (Todaro and Smith, 2008). In order to increase the revenue, the role of all parties including government, society, high education institution, non government organisation can be taking a role.

Basically an interesting phenomena in Sendang Biru Coastal spread out from the fishermen society itself. The role of women is large enough in their participation of revenue generation. Some of them are entrepreneurs, who process natural resources of captured-fishes. They cooked the fishes to become various number of food. They then package and market that products.

## 2. LITERATURE STUDY

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### **2.1. Fishermen and Poverty Phenomenon in Fishermen Society**

Fishermen are people who are actively doing some jobs in capturing fishes, sea animals and sea plants. People who create fishing net, transport or carry the fishing instruments are not categorized as

Fishermen. However, boat engineer, cook and chef on boat are included as fishermen although they are not directly capture fishes (Maritime and Fisheries Ministry, KKP, 2011). Fisher-women are those women who live in fishermen society. They could be wife, children, family of fishermen. Women who work in fishermen society in fishing area also called fisher-women.

Geographically, fishermen live, grow up and develop in coastal area. Coastal area means the boundary between land and sea. As a system, fishermen society consists of social categories, that create a social unity. They possess their own social systems, values and symbols of culture as their life references (Pontoh, 2010). As a result, poverty in fishermen society often becomes a very complicated problem that is difficult to be solved. Panayotou (1982) and Bengen (2001) stated that fishermen are willing to live in poverty because of their willingness. Poverty is their preference for a particular way of life. Fishermen have a satisfactory life as long as they capture fishes. Increasing revenue is not viewed as an important way of life.

Nikijuluw (2010) argued that poverty of coastal society is categorized as a structural poverty, super structural and cultural poverty. It means that fishermen society poverty is caused by the failure to meet the needs of food, health, education and infrastructure. Moreover, unpredictable natural seasons also contribute to make the worse condition. Lack of education and health access, information and technology and also lack of capital may cause the low level of fishermen life.

Poverty, especially in fishermen society could not be ignored, because a high poverty level in a group of society indicates the failures of economic development in such a country. (Todaro and Smith, 2011). Poverty also leads to other social problems such as low qualities of human resources, diseases, crimes and any other social problems.

### **2.2 Entrepreneurship as a Way to Increase Revenue and Reduce Poverty**

Reducing the poverty number is one of the efforts that are taken by all countries, both developed and developing countries. The most popular way to reduce poverty is encouraging growth that involves government and private sectors (World Bank, 2014). There are also other efforts to reduce poverty, that encourage people to be entrepreneurs. This endeavor is commonly called a social

entrepreneur (Bornstein 2014, in Firdaus, 2014). By doing entrepreneurs, people can increase earnings. The rising of community incomes could be one of the ways to reduce poverty. Bornstein (2006, in Firdaus, 2014) then stated that entrepreneurship plays a very important role, using new approaches to solve many social problems such as poverty. The entrepreneurship should be accompanied by the deep willingness to generate revenues, environment sustainability and advocacy by experts.

### **3. Research Methodology**



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This article is written based on the research that were conducted during January to December, 2015. The study focus on exploring the role of fisher-women entrepreneurs in Sendang Biru, East Malang Indonesia in order to generate revenue in their community. Subject of the study are five fisher-women entrepreneurs. They are fisher-women who do their business in producing food-made fish, package and market those products.

Using phenomenology approach, accurated data regarding the living-condition and fishermen and fisher-women have been collected, as Husserl (1938) in Hasbiansyah (2008) argued that data must be taken from the offender life. In other words, phenomenologist is a philosophis study that can describe many forms of human living and experiences. Using this method, this study analysis is descriptive and introspective deepely from the form of full awareness and direct experiences (Bagus, 2002, in Hasbiansyah, 2008).

Data were collected by deeply interview, observation and documents examining. Data phenomenology analysis steps were:

1. Determining the research area.
2. Arranging the interview guidelines as references to obtain information.
3. Collecting data from the subject by interviewing that involves 5 – 25 informants, observation and documents examinig.
4. Three steps analysing: (a) written describing fenomenen that were experienced by the subjects, (b) Noting importants and relevan statements, (c) Classifying those statements into the certain theme and omit the unimportant statements.
5. Composing thorough description in relation to the meaning of expeirences of the subjects.
6. Reporting the research results.

#### **4. Results and Discussions**

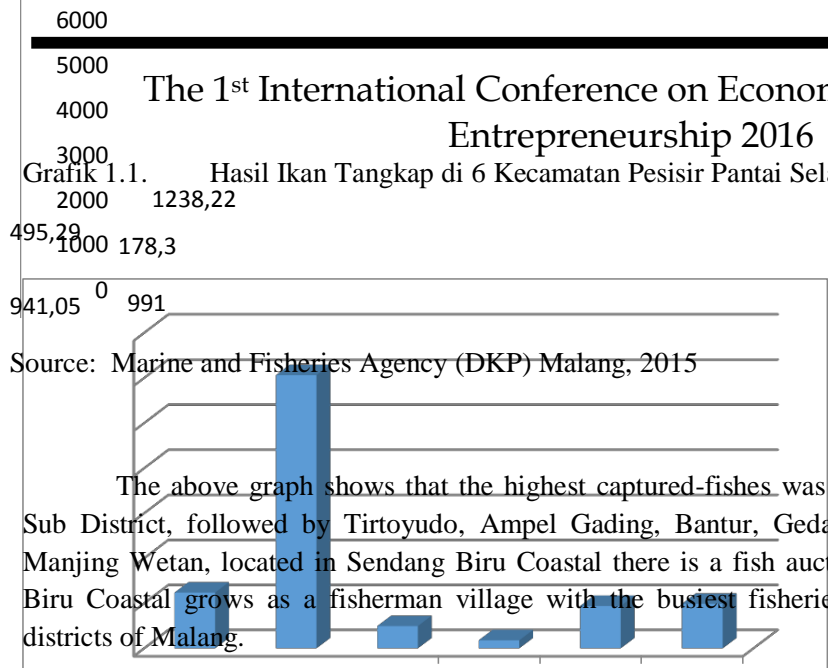
##### **4.1. Economic Condition of Fisherman Community in Sendang Biru East Malang**

One of Malang district natural resource is East Coastal along 115 kilometer. The coastal accross six sub district, that are Sumbermanjing Wetan, Gedangan, Ampelgading, Tirtoyudo, Bantur, dan Donomulyo. That Sea and coastal not only provide beautiful view, but also storing abundant natural resources.

However, poverty in those fisherman villages a high, because the natural resources have not been maximally explored. The potential captured fishes is predicted 404.000 tonnes per year, but the captured fishes only approximately 11.500 ton per year, or 3% of total potential captured fishes (Marine and Fishery Agency (DKP) Malang, 2015). The Graph below describes the captured-fishes in six sub district of Malang, 2014.

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Grafik 1.1. Hasil Ikan Tangkap di 6 Kecamatan Pesisir Pantai Selatan, Kabupaten Malang, 2014



Source: Marine and Fisheries Agency (DKP) Malang, 2015

The above graph shows that the highest captured-fishes was gained by Sumber Manjing Wetan Sub District, followed by Tirtoyudo, Ampel Gading, Bantur, Gedangan dan Donomulyo. In Sumber Manjing Wetan, located in Sendang Biru Coastal there is a fish auction central. As a results, Sendang Biru Coastal grows as a fisherman village with the busiest fisheries activities amongst the other sub districts of Malang.

According to the Malang Population Agency, total number of fisherman in East Malang reaches 3.150 in 2013. Most of them that is 52% or 2.641 people live in the area of Sumber Manjing Wetan and Sendang Biru Coast. They posses 534 unit of fishing ships, and form some groups based on the size and type of ships. The name of the main group is Rukun Jaya. The Marine and Fisheries Agency (DKP) Malang also mentioned that 90% of the total fisherman are categorized as small size fisherman, who use fishing ship below the 5 GT.

As other fisherman typical in Indonesia, Sendang Biru, East Malang fisherman also have the poverty problem (DKP Malang, 2014). The adequacy of fish supply in Sendang Biru coast only abounding in the at sea seasons, that is April to October or dry season. During the rainy season, November to March, the weather is not appropriate to do activities offshore, as storm and large commonly hinder the activities of the fisherman. Therefore, during rainy season fisherman are not able to work effectively.

The nature condition affected the income of fisherman. In the fish sesion, they can catha abundant fishes. Unfortunately, most of fisherman do not save their money during high season. They tend to consume the whole money the earn during the fish season. As a result, when the low season comes, the fisherman can not meet the daily needs. It is common in fisherman community that they sell everything they have during the low season. Some of them are work in other fields but some of them who do not have any other skill just surrender, wait for the upcoming high season as unemployment.

The rhythm of fisherman life such recurring over the years, so that poverty problem in Sendang Biru East Malang, similar to the other fisherman poverty problem in Indonesia, that is such kind of

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### 4.2. The Role of Fisher-women Entrepreneur in Generating Family Income

The other side, there is a loophole that can be use to drive down the poverty level in Sendang Biru fisherman community life. There are important phenomenon with regard to the role of women. mian keluarga. The fact is that women commonly do activities or works that can generate income for their family beside work at home as housewife. As the works offshore for fish capturing are dominated by the men, women usually works at shore. Type of works are collecting shellfish, clean up the fish- ship, and the most important is their role as entrepreneurs by producing the captured-fish to be food- made fish. However, their important role has not been wide recognised (Indrawadi, 2012), because the women are not directly involve the capturing fish process.

The abandonment of the fisher-women role must be omitted, as in national scope, the women role is regulated by the President Instruction no. 9, 2000 so called gender mainstream. It states that

women as a part of the whole people and part of soceity must involve on the national development. Women should involve in the all aspects of development such as social and cultur development, economic development, political development even in national defence.

Year to year, Maritime and Fisheries Agency (DKP) Malang also include some programs in relations to the women empowerment for fisher-women entrepreneurs in the whole Malang territory as well as in Sendang Biru Coast. Most of the programs are fish production technic.

Based on the fields observation and deeply interview to the Imrul as key informants, fisher-women entrepreneurs have got basic fish production skills. They also form and join a group that produce food-made fish altogether. Below is Imrul statement.

*“Kami ibu-ibu di Sendang Biru telah bergabung ke dalam sebuah kelompok untuk bersama-sama belajar membuat produk-produk berbahan dasar ikan laut. Kami berhasil membuat produk berupa abon tuna, nugget, bakso dan tuna asap.”* (We join in a fish production team that learn altogether to produce some food-made fish, such as *abon*, grilled-tuna, fish ball, etc.)

That statement indicate that fisher-women in Sendang Biru recognize to do a business by producing captured-fish to be various food production. According to the statement, can be understood that they do the business altogether in a group. They have got entrepreneur characteristics that are self esteem, optimistic, results and process orientation, take risks bravely, challenger, leadership and adaptable (Meredith, 2005).

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The fisher-women entrepreneur create value-added to the captured-fish by produce, package and market them. The business then bring advantages for it member, as the captured-fish more durable when it is cooked or processed. It is added by Imrul:

*“Pada saat musim ikan sedang tinggi, kami dapat mengolah bahan yang berlimpah tersebut menjadi abon sehingga bisa awet sampai dengan 6 bulan. Pada saat musim ikan rendah, produk abon kami masih dapat dijual dan menghasilkan uang.”* (During high season, we produce captured-fishes as “abon” and store them, so it has more durable approximately 6 month. Therefore, in low season, “abon” still be sold, and we still have income.)

Sri Suwandi stressed that because of that business, they are able to earn more income. That income then help to meet their family needs.

*“Lumayan Bu, dengan menerima pesanan bakso ikan dan nugget, saya mendapatkan tambahan pemasukan. Untuk menambah membeli kebutuhan sehari-hari. Kalau saya tidak melakukan usaha mengolah dan menjual produk makanan, sangat sulit bagi keluarga kami untuk memenuhi kebutuhan secara utuh.”* (It is a pretty darn, because my involving in producing the captured-fish, I can got more income. If I don’t do this business, I won’t get any earns, and will difficult for us to meet our daily needs). Sri Suwandi’s argument is agreed by Imrul and then is added,

*“Ya, benar sekali. Pemenuhan kebutuhan hidup keluarga kami sangat terbantu karena saya dan teman-teman menjual produk-produk makanan yang berbahan ikan tersebut. Alhamdulillah anak-anak saya dapat membayar biaya sekolah dan dapat kuliah di perguruan tinggi.”* (Yes..it is correct. Our family needs can be met because we sell our food-made fish. Thanks, God, I am able to send my children for school, pay there tuition fees, both in Senior high school and in university.)

### 4.3. Obstacles

During drive their business, fisher-women entrepreneur also find some obstacles. One of the obstacles is the difficulties to create various and new products. They also experience complicated problem with regard to the durability of food-made fish products. Only abon can be more durable out of fish ball, grilled-fish and nugget. Therefore, for the moment, the most favourite and the most make money is abon. The other products such as fish ball and grilled-fish only be produced by order. The following is statement by Sukanti:

*“...tapi produk kami yang sudah dijual secara terus menerus Cuma abon saja. Kalau yang nugget, bakso dan tuna asap belum berani membuat banyak-banyak, takut basi kalau tidak laku.”* (...but we only produce abon continuously. We do not dare to take a risk by producing large number of fish ball and grilled fish, as we are worry that the food become rotted when the products are not salable..)

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Sukanti's statement describes that they still have concerned about some products. Moreover, Hartati told that they also still have difficulties in making product planning, product processing in hygien way, product distribution, and product marketing. Although more over 20 years their business still exists, but the development is not too fast. Some fisher-women even frustated and decided not to continue the business.

*"...Kami sebenarnya masih kesulitan dalam melakukan perencanaan, pemrosesan yang tepat dan hieGINE, mendistribusikan product kami dan menjualnya. Selama ini, kalau tidak laku, produk kami rusak. Sehingga, banyak juga teman-teman yang akhirnya tidak mau lagi membuat produk karena takut tidak laku itu tadi." (...we actually still have difficulties in making product planning, product processing in hygien way, product distribution, and product marketing. Some friends even frustated and decided not to produce any products that often not salable.)*

Examine the results of depth interviews above, basicly the fisher-women entrepreneur in Sendang Biru Coast possesses small business in the field of food-made fish production. However, some contraits are faced because of obstacles:

1. No sufficient understanding related to entrepreneurship.
2. No sufficient motivations to develop their business to be a sustainable business.
2. They haven't got sufficent knowledge and skill to create more creative and innovative products.
3. They haven't got sufficent knowledge and skill to package products in higyeny way.
4. They haven't got sufficent knowledge and skill to widen the market.
5. They haven't got sufficent knowledge and skill to do book keeping and administration
6. They haven't got sufficent knowledge and skill to access financial and capital support.
7. They haven't got sufficent knowledge dan skill to manage small business.

#### **4.4. Expectations of Fisher-women Entrepreneur**

Next, the fisher-women entrepreneur in Sendang Biru Coast also deliver their expectations. Imrul expresses her expectations as follow:

*"Kami ingin memiliki usaha pengolahan ikan yang bermacam-macam jenisnya, dengan kemasan yang bagus dan membuat produk tahan lama. Kami juga ingin dapat menjual produk kami ke konsumen yang lebih luas, tidak terbatas menunggu pembeli datang ke lokasi kami." (We want to posses a fish production business that can produce an assortment of food-made fish. We also would like to distribute and sell our products to wide range of customers, outside our village.)*

Sukanti added that they also have a willing to pakcage their products more attractive and keeping the product quality. She also hope that all colleagues have strong spirit and bring interesting situation during doing their business altogether.

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*“Oh, senenglah kami kalau bisa mengemas barang kami agar lebih menarik dan bisa menjaga kualitas produk kami. Makanya, saya berharap teman-teman terutama dalam kelompok kami tetap semangat menjalankan usaha pengolahan ikan. Kalau semua semangat, kan jadi enak ya, Bu, Kerja bareng-bareng kan menyenangkan.”* (We will be happy if we can package our products attractively and keeping hygien. That’s why I also hope that all friends have huge spirits to do our food-made fish business).

Spirit to develop the business is needed for all the fisher-women to keep their business run smoothly and sustainable.

Finally Febri, secretary of village Tambakrejo where Sendang Biru Coast is located also express her expectations. Although some women sometimes are inconsistently doing their business, she stated that all women especially fisher-women in Tambakrejo village have adequate knowledge and skill. Having lot of knowledge and skill can empower those women to be women entrepreneur who are more needed to play a role in village scope economic development, even national economic development. She expects that imminently, the fisher-women entrepreneur in Sendang Biru Coast will have a business center, as there is national road across their village.

*“Begini lo mbak, meskipun ibuk-ibuk itu kadang-kadang angin-anginan gitu kalau melakukan usaha, apalagi untuk memulai usaha yang baru, tapi kami semua juga ingin punya usaha yang besar, kan disini banyak hasil tangkapan ikan. Dari pada semua dijual mentah kan lebih baik diolah dulu, lebih tahan lama. Mimpi saya nich, nanti di desa ini ada pusat penjualan oleh-oleh khas pantai selatan. Kan sekarang sedang dibangun jalur lintas selatan, jadi jalan di sekitar pantai selatan ini pasti ramai.”* (Some of fisher-women some times quite inconsistent, but I hope we will have a business center. It is better to sell the produced-fish rather than sell them fresh. Moreover, the South road project nearly finish, the road across our village will be very busy, and we have to serve everybody who cross our village.)

## 5. Conclusion, Advice and Recommendation

### 5.1. Conclusion

Fisher-women entrepreneur play the important roles in increasing family income in Sendang Biru fisherman society, South Malang. The women manage the production business of captured-fish to be food-made fish such as fish ball, nugget, grilled fish, bloater etc. The process begin from cook, package and market the products.

However, some problems also occur during the process of business. Those problems including: lack of entrepreneurship experience, lack of motivation to develop the business to be a sustainable entrepreneur activities, lack of product creativity and innovation, lack of packaging keep products hygiene, lack of market accessible, lack of book keeping and capital access, and have not had any experiences to manage small business.

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### 5.2. Suggestions

Examining the important role of fisher-women in generating family income dan understanding the problems occur, the advices given to the fisher-women entrepreneur. They should tighten and strengthen the group, building relationship to other social group in order to open many accesses.

### 5.3. Recommendation

Recommendation is addressed to the government especially local government in Malang district, sub district and village, Marine and Fishery Agency. Recommendation is also addressed to the education institution and any other institution that have awareness to the fisher-women empowerment

through entrepreneur. The recommendation is those institution should develop an education and entrepreneurship learning model for fisher-women entrepreneur.

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