

Improving Food Security through Entrepreneur Training for Fishermen's Wives in Panjang Wetan Urban Village, Pekalongan City

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Abstract

North of Pekalongan is an area that has the greatest impact on rob. Tidal waves and Rob floods are the main reason coastal communities are unable to carry out their daily activities, especially fishermen. Economically, dependence on fish catches is very high. Besides, fishermen's wives do not have the business skills to support their financial needs encourage universities to design service activities aimed at providing alternative solutions to economic problems for coastal communities. Through entrepreneurial work training activities for fishermen's wives, it is hoped that they can provide insight, knowledge and entrepreneurial skills as one solution so that fishermen's wives get additional household income.

Keywords: Tidal Wave, Fishermen's Wives, Entrepreneur

1. INTRODUCTION

Pekalongan is one of the cities in the Central Java Province. The area of Pekalongan City is only 0.14% of the area of Central Java Province. Pekalongan has located at a coastal area, is also affected by flooding that caused by activity from the sea or tidal floods specially in North Pekalongan, it has 7 sub district and panjang Wetan is a an area that close from the coasts. Panjang Wetan urban village is 12,564 people consisting of 6,031 women and 6,533 men. Panjang Wetan has 13 hamlet with the majority of the community structure being fishermen and fish catchers (bps.kotapekalongan.go.id, 2022). The northern coastal settlements in the North Pekalongan have been areas frequently affected by floods and tidal waves. Based on data from National Agency for Disaster Counter measure in the last year (2022), it shows that there have been 5 flood and tidal disasters in Pekalongan. The main trigger factors for flood and tidal disasters are high intensity rainfall and rising tidal waves (tidal waves). The areas affected by flood and tidal disasters are mostly North Pekalongan (bnpb.go.id) such as Panjang Wetan, Degayu, Panjang Baru and Krapyak. The majority of residents in Panjang Wetan work as fishermen (traditional fishermen) who obtain fresh fish caught at sea and sell them directly. Meanwhile, the majority of fishermen's wives are housewives without additional income. The condition of Panjang Wetan society is relatively poor because they rely on the head of the family to sell fish catches directly. There are still very few fishermen and fish catchers who process fish catches as processed products that have a high selling value.

Rob conditions and high waves that often occur in this area worsen the financial condition of fishermen's families because fishermen cannot catch fish in the sea due to high waves and tidal waves where the water level in this area reaches 30-50 centimeters (bnpb.go.id, 2022). The coastal economy is a very complex problem. Most coastal communities are very dependent on marine life, they only focus on the catch of fish for fulfill their living needs, generally (Kusumaningrum & Karjono, 2020).

The economic level really important for welfare of family life. The financial household is not only the husband's responsibility, but housewives also. The role of wife is very important in fishing households thus enabling them to fill the role as a fishermen

wives in terms of processing, marketing, and control of financial household (Romdhon et al., 2011). Several studies state that fisherwomen from various social strata participate in fisheries and non-fisheries businesses with various motivations. Most fishermen's wife carry out production activities to provide additional income by devoting quite a lot of time (Wawansyah et al., 2012)

Increasing population growth and intensive interaction between humans and the environment without awareness of the importance of improving the skills of fishermen's wives. Fishermen's income is uncertain depending on weather conditions. At certain times fishermen do not get catches in accordance with operational costs. The conditions of tidal flood and high waves are uncertain and not always as expected, making fishermen have an uncertain fate. As a result, many fishermen and their families are unemployed. Thus, their income is disrupted in financial management. The fishermen's wives who is supposed to do housework has a dual role as someone who must also have the ability to meet daily needs. The issue of welfare and efforts to achieve prosperity to be carried out by the government continuesly, the benefits of it not to be felt, especially in fishing communities. Depend on experiences, shown that it is not easy to overcome the structural poverty that shackles traditional fishermen in various aspects.

Based on the phenomenon, we have a continuous community service program. The programs is giving the job training and entrepreneurial skills for fishermen's wives as well as marketing, creating new opportunities for them to be able to help their family's food security. The activities for fishermen's wives in order to increase family income are entrepreneurial work, training activities, practice in making products to be produced, mentoring and how to market products that have been made using several methods, both online and in person. This activity was attended by fishermen's wives in the North Pekalongan, each hamlet took 5 person. There were 60 participants divided into 3 groups. Activities were carried out for 3 days.

2. METHOD

The implementation of this community service activity will basically be carried out using a participatory method. It very close to the community empowerment learning method. The Steps taken below:

1. Identification of the activities of fishermen's wives in Panjang Wetan urban village
2. Involving the head of Panjang Wetan for coordination and recommendations for who will attending for this programs
3. Coordinate with the head of hamlet to send 5 participants so that the total number of participants is approximately 60 participants
4. The training was held for 3 days at the Panjang Wetan urban village office, will be held on 26-27 July 2023. Starting at 08.30-13.00.
5. The activity involved the head of Panjang Wetan urban village and the Pekalongan Industry and Employment Department as a support and motivation from the local government. Financial support from DBHCT (Dana Bagi Hasil Cukai dan Tembakau) as a revenue Sharing Funds for Tobacco Product Excise.
6. The training consists of providing material on entrepreneurial motivation, training on creating a website for product promotion, and assistance on how to make a home industry food licensing for fishermen's wives who already have processed food products, if the fishermen's wives don't have processed food products, they will have a knowledge about the importance of PIRT for food processing businesses. On the second day, participants were divided into 3 groups to practice making a variety of processed food products. The third day they assisted participants in creating a website as a digital marketing tool using each participant's gadget. The activities start from 09.00-13.00.

3. RESULT AND DISCUSSION

Entrepreneur training which was carried out for 3 days. The programs are : (1) providing motivation to fishermen's wives about business and entrepreneurship which is very easy and can be done by anyone with a small capital. (2) Demonstrations on making processed products that can be made by groups of fishermen's wives in the form of processed food and pastries (3) Transfer knowledge about the importance of PIRT and (4) Practice of creating websites for digital promotion or digital marketing.

The result of providing motivation to become entrepreneurs we get general picture and map of the activities of fishermen's wives when their husbands were left to go to sea. We also get data about fishermen's wives who already had small businesses using the traditional pattern of entrusting their merchandise to shops or stalls and sold around. Based on the first day's activities, it was found that almost 63% of fishermen's wives had small businesses to help their financial household such as selling rice every morning, traditional snacks, laundry services. It almost 37% of fishermen's wives who follow the training just as a motherhold without second job. However they are want to start one and interest to create a business with a small capital that is relatively affordable for them to help the financial household.

Second, demonstrations on making processed food products were practiced by each group of participants, processed food products both made from fish and other raw materials. Next, an assessment and evaluation is carried out on how to process processed products, even though the method used is still traditional but always pay attention for hygienic. The results of this activity opened participants' insight into how to make processed products that are hygienic and have good nutritional value. The participants also gained knowledge about the nutritional value of the products produced, for example when participants thought that their processed food products were an innovation, but from the health perspective, the products produced actually have a bad impact on the body.

On the third day, there was a briefing on product marketing and the result of this activity was that participants had an understanding of how to package the products produced so that they would attract buyers. The participants gained an understanding of how to develop a business strategy if the product produced already had competitors in the market. The participants also get skills in creating a website to market their products as well as how to make the website become a top choice for *search engines*.



Figure 1. *The Community Service Activity*

4. CONCLUSION

Through these community service programs and activities, women in Panjang Wetan urban village, especially fishermen's wives, getting *skills* and *hard skills* in entrepreneurship to support their financial household. They can survive at all economic conditions post Covid-19. All of participants hoped that entrepreneurship work training will be evenly distributed to all fishermen's wives in the Panjang Wetan urban village.

The participants are expected to create sustainable synergy between participants and the university help their market access and can be facilitated. *networking* with industry.

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