

Empowerment of Women Through The Group of Marketers of Pomegranate Fisheries Products Manurung Village In Tanah Bumbu Regency

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ABSTRACT

This study found that the first women's empowerment was conducted on groups of processors marketers fishery products (POKLAHSAR) Delima Desa Manurung District of Kusan Middle Tanah Bumbu, an empowerment-based group, named Delima. In the process of empowerment groups, marketers process fishery products Pomegranate empowerment through several stages, including awareness, capacity building, and shuck stage. Both internal factors of the group of marketers processing fishery products Delima, in which the members have the same goal, namely the desire to continue to learn and strive to empower themselves to become the principal capital in the achievement of the empowerment of women in the group. Potential and human resources owned by group members and administrators strongly support the success of women's empowerment in Poklahsar Delima. While external factors support the empowerment of women in Poklahsar Pomegranate, there is a wide range of support, both from the government, the family, the local community, and the natural resources available.

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1. INTRODUCTION

Construction of the superstructure is directed at non-material construction as the development of education and the quality of human life by balancing development between infrastructure and construction; superstructure then the balance of development will erode poverty. Development dynamics is defined as elevating human progress (Kusumaningrum, 2019) to escape poverty. Various attempts to overcome poverty have been implemented not only by the central government (Djafar & Sune, 2019), but non-governmental organizations participate through empowerment activities (Harris, 2014). The cause of poverty is low education, laziness, limited natural resources, lack of employment, lack of capital, the family burden. Poverty can also result from the empowerment program with a political element by using a top-down approach (Widiastuti & Kartika, 2017) because it has not touched the main problems of independence and public welfare (Tobirin, 2013).

Poverty is identical to the periphery is also linked to women. It is synonymous with a women's ability to make himself powerless (Nindatu, 2019). Women are considered to not be helpless, Job opportunities in the sector only housekeepers, even against the subordination of women, took over men's

physical work. Women in poor communities always strive to break out of the shackles of economic powerlessness. Women's empowerment is considered the transformation process breaking gender cases that are considered incapable/powerless (Syandrawati, 2016). Moreover, if you see sales growth, women are more adept at selling and producing than men (Kancana et al., 2016). According to Law No. 20 of 2008, on the principles and goals of empowerment, empowerment aims to improve the community economy to increase the income and welfare and expand employment for the people of the problems of poverty alleviation. The empowerment of women has vast arable fields (Sompa, 2021). One area of particular interest is the economic empowerment of women. The skills of women can be developed into a village household enterprise in particular, for the influential women's skills and the role of women to manage the family economy to reduce unemployment (Sajogyo and Pudjiwati 2007).

Subsequently, According to the Regulation of the Minister of Marine and Fisheries of the Republic of Indonesia Number 10 the Year 2014 on guidelines for the implementation of the national community empowerment program independent marine and fisheries, explained the group processor marketers after this referred Poklahsar is a collection of processors and/or marketer of fishery conducting business processing and Marketers fishery products together in the container group. Tanah Bumbu District, a group of processors marketers have started to form around April 2004, long before the publication of the National Program for Community Empowerment Maritime Affairs and Fisheries with the group processor are first formed when it is a group of "Tapandang" located in the village of Pagar ruyung, District Kusan Hilir, Over time, growing groups of processing new conducting processing production of fisheries in the district of Tanah Bumbu where up to 2020 developed into 34 groups of processors marketer of fishery products across 6 sub-districts Kusan Hilir, District Kusan Hulu, District Kusan Central, District Angsana, District Satui and Simpang Empat.

Many poklahsar formed in Tanah Bumbu regency. Subdistrict Central Kusan is a famous coastal area with abundant marine results. Various types of fish, shrimp, crab, oysters are the mainstay marine products of high economic value because they can be processed into other products such as bulb Fish, *Empek-Empek*, amplang, Fish Crackers, and dried fish. Through the Department of Fisheries, Tanah Bumbu District Government empowered women one of them in the village of Manurung. The population of the village of Manurung to the data in 2017 ± 1183 inhabitants with a population of 560 souls of men and women 625 people divided 373 households. Of the total number of families classified as poor households. While the number of low-income families (Gakin) is 61 KK, with a percentage of 10.25% of the village Manurung.

Based on these data, more women than men, so does the need for women's empowerment activities in the village of Manurung. The activity in the form of training activities fishery product processing. Manurung village, District Central Kusan has 3 Poklahsar is quite well known, namely, Poklahsar "Tapandang", Poklahsar "Ants" and Poklahsar "Pomegranate". However, despite being among the Poklahsar already well-known brands, but Poklahsar "Pomegranate" still exists in production because it has its market share / loyal customers who consume the product "Pomegranate" even in past pandemics like now continue to operate and produce.

Group Processing Marketers Fishery Products (Poklahsar) "Pomegranate" is a group of processors marketers who form dated October 23, 2017, of the similarity of the profession as the processing of fishery products, namely processing amplang mackerel were shoulder to shoulder and helping in the work and work together to tackle and solve issues relating to the processing of fishery products. Poklahsar "Pomegranate" 10 members, consisting of one person-sex male and 9 female, chaired by Mrs. Neng Marlina Sari.

Women who are members of Poklahsar "Pomegranate" 30-50 years old childbearing age. All the members are made up of relatives and close neighbors who joined in Poklahsar production implementation in the form of amplang processing of fishery products in their homes by using one labeled with the name/brand of "Pomegranate". The empowerment efforts are always to provide support, supervision, coaching, and sharing of skills between Poklahsar "Pomegranate" members to continue to maintain the quality of production and earn money to help the family economy.

This distinguishes Poklahsar "Pomegranate" from another Poklahsar in District Central Kusan. Success Poklahsar "Pomegranate" can compete with other Poklahsar with the same product but the difference Poklahsar "Pomegranate" more empowering women in production activities. In addition, although the storm pandemic, poklahsar activity is still running and still exists among other well-known brands in the Village Manurung, District Central Kusan. So that the processing of fishery products through the container Poklahsar provides many benefits to its members as its efforts to improve the family's economy.

Women in the village Manurung have a no less important role in improving the economy of the family after the skill processing of fishery products, the product may be bought and sold to the public. Women were initially less productive in their spare time, in the web spaces of time at home while waiting for planting and harvesting as well as awaiting from her husband who worked as laborers building projects now that women

become productive after joining in a group participated in Fishery Products Processors Marketers (Poklahsar) of the government's empowerment program given by the Fisheries Department Tanah Bumbu regency. Based on the description above, researchers are searching for "Women's Empowerment Through Processing Group Fishery Products Marketers Desa Delima Kusan Manurung Central District of Tanah Bumbu".

2. METHOD

In this study, the authors used a qualitative approach that explains the phenomenon in depth through data collection. Bogdan and Taylor in Moleong (2011) define qualitative research as a research procedure that produces descriptive data in the form of words written or spoken of people and behaviors that can be observed, where the methods used to emphasize the search process data/information to be felt enough used to interpret. The qualitative approach in this study is very appropriate because, according to the author of the research object of citizens engaged in Fishery Products Processing Industry Marketers. This means that by using this approach, the authors hope to be able to understand the meaning of the message conveyed by the object of research, as well as being able to find and describe patterns of thinking the object of their accounts and be able to help the authors to make the hypothesis of the research is based on information provided by the research object.

The research location is in the village of Kusan Manurung Central District of Tanah Bumbu. The research was conducted on Fishery Product Processing Industry Marketers in Kusan Manurung Central District of Tanah Bumbu. The choice of location is based on the research there are 34 established by the government Poklahsar Tanah Bumbu one in the village Manurung. Manurung village is the only village in the district of Central Kusan that has poklahsar already well-known that Poklahsar "Pomegranate", Poklahsar "Ants" and Poklahsar "Tapandang." Poklahsar "Pomegranate" is a hereditary business where the majority of members are women, lies the village of Manurung, also located on the roadside province, continues to exist despite the pandemic struck. Informant is Poklahsar the Chairman of Pomegranate, Pomegranate Poklahsar Members, Officers Training Counseling Assistance and Development, Society, and Community Leaders Manurung village.

3. FINDINGS AND DISCUSSION

Based on the research results conducted by the researchers, this section will clarify in-depth research by comparing the literature that researchers use. In this thesis research, conceptually, researchers borrowed a book Totok Slamet opinion Mardikanto (2013), which says that empowerment is an effort made by the public or external support to improve their lives based on the power of their own. Then the researchers also agree on the empowerment proposed by Sumodiningrat book Totok Mardikanto and Poerwoko Soeboato (2013), which says that empowerment is an approach to providing opportunities and facilitating the poor so that they have accessibility to resources, in the form of capital, technology, information, marketing collateral, and others to enable them to advance and expand its business to obtain revenue improvements and the expansion of employment opportunities to improve their lives (Sompa, 2021).

Based on some of the above opinions, conceptually empowerment described above can be said to be following the empowerment group processing marketers fishery products, namely the efforts made by the community through the establishment of the group, with the assistance of outside parties that the Department of Fisheries, and facilitated by facilitators from the Fisheries Department Mrs. Puspa Heriani, S.Pi, with the provision of information, training, conducted to develop business amplang cracker production to increase the income and welfare of society. The empowerment of women can be said to be successful if carried out by the stages of empowerment that it should be done, based on the empowerment of women committed in the village of Manurung group marketers processing fishery products through three stages, which are:

1. Awareness Phase

Based awareness phase performed on groups Pomegranate marketers processing of fishery products is through socialization, which is done by the fisheries facilitator Mrs. Puspa Heriani, S.Pi to the processing results in the Village Manurung amplang production. Based on the awareness stage is conducted in several marketers processing fishery products Pomegranate, is through socialization, which is done by the fisheries facilitator Mrs. Puspa Heriani, S.Pi against community mothers in the village Manurung. The socialization process is carried out at the residence of the mother Neng Marlina S. on Monday, June 5, 2017. On this

socialization, facilitators bring awareness to the community to maintain production amplanng already done. Later in this socialization using method *focus group discussion* that aims to formulate clarity of purpose that the facilitator will discuss on the community.

Socialization presented by the facilitator outstanding response by the people who attended the socialization, community warmly received the material given that the awareness of the importance of marketers processing fishery products as an activity that can increase incomes. Mrs. Puspa Heriani, S.Pi facilitators of the Fisheries Department, are graduates of undergraduate fisheries, which indeed can be said that fisheries science that he did not doubt it. This can be an additional value to the community in which people are given the knowledge by those already steeped in fisheries science. At this stage, also Mrs. Puspa Heriani, S.Pi give people an opportunity to tell the problems that inhibit the production of crackers processing of fish to maintain production, then allow the community to provide arguments against the desire to tackle the problem. The arguments submitted by the community facilitators, people want organized groups marketers processing fishery products. Due to the problems encountered when done together, it will be easier for people to overcome and make it easier to achieve a common goal.

Based on the wishes of the people, then held a deliberation in taking the decision, then the public is given time to consider the results of these deliberations. Lack of time given in the decision-making process or deliberations, followed by a community reassembled on June 7, 2017, to agree on decisions that have been taken, then followed by the formation of the group on June 8, 2017, which was attended by nine people. Based on the number of people present, it can be seen that the desire to change things for the better has been owned by members of the group, although as such they are free to make changes but do not change what has already been chosen by the 9th of the person. But who has a high willingness to make changes in his life, especially in the economic changes by processing the production of fish into crackers amplanng that can increase people's income to the welfare the society in the village Manurung.

2. Stage Capacity

In this capacity-building phase, group processing fishery products Pomegranate marketers already doing it with a good stage, after their awareness held, followed by an increase in capacity and the group processing fishery products Pomegranate marketers can improve capabilities. In this capacity fishery group was assisted by facilitators from the Department of Fisheries, with counseling, training, and guidance conducted at the residence of the mother Neng Marlina Sari related to community development through group processing fishery products Pomegranate marketers conducted in Desa Manurung. Training provided by the speaker that Mr. Mansour, S.Pi against groups using the method and practice of the learning process in a participatory manner, then the training is not only understanding but the group given practice direct what has been delivered by the facilitator.

Training provided by Mrs. Puspa Heriani, S.Pi as the facilitator of the group, namely the processing of fish was good and right, from the stages of preparing the tools, material and manufacturing method, which is carried out directly in a participatory group contained in the mother's residence Neng Marlina S . In the training group responded well, and were keen to understand the training provided. With the training provided by Mrs. Puspa Heriani, S.Pi against the group can increase the skills and insights groups to promote the production of crackers amplanng has done. Seeing that the majority of educational background only primary school education, amounting to 463 people are not discouraged people from having more ability to change their lives for the better. Because when only relying on a diploma SD will be difficult to get a job, so it will be difficult anyway to meet daily needs, educational background is low does not make the group were reluctant to ask about the training provided if there are members of the group who do not understand, so it can be concluded that group of marketers processing fishery products Pomegranate motivation that already exists within its own to be able to change for the better. So Mrs. Puspa Heriani, S.Pi as facilitators who provided training no resistance when the training took place and can be said to have been by the stage of increasing the capacity to achieve success in a community empowerment program.

3. Phase inveiglement

This stage is the last stage after stage of awareness and capacity building with the knowledge, training, coaching, and facilities to perform an activity in the empowerment of women in the village Manurung, then the group is allowed to apply the knowledge, skills, and training that has been held for can enhance the group's ability to achieve a common goal. This stage allows the group to apply the knowledge and skills that have been received and a group of marketers processing fishery products Delima to creations and innovations of the fishery that has been done. The innovation is the manufacture of crackers amplanng mackerel is attractive and durable. then the innovation made by the group's creativity in a new trial to add to the result of

the production of fishery products were made into crackers amplang. So it can be sold to a stall - stall and the market.

Based on the three stages of empowerment on top, which has been discussed and analyzed researchers, it can be concluded that the empowerment of women by the group processor marketers fishery products Pomegranate very effective and following the stages of empowerment is said by Wrihatnolo and Dwijowijoto, namely the stage of awareness, stages increased capacity and shuck stage. Researchers also analyzed that success in empowerment by POKLAHSAR Pomegranate, basically have the potential of human resources well, by the desire for change through hard work, has a principle of a good life that can deliver groups of processors marketers fishery products Pomegranate in achieving prosperity,

Supporting and Inhibiting Factors in Women Empowerment Through Processing Group Fishery Products Marketers Desa Delima Kusan Manurung Central District of Tanah Bumbu

1. Supporting factors

Factors supporting the implementation of the empowerment of women in Poklahsar Delima include two factors, namely internal factors and external factors. Internal factors come from the group of marketers processing fishery products Delima, in which the members have the same goal, namely the desire to continue to learn and continue to strive to empower themselves to become the main capital in the achievement of the empowerment of women in the group. Potential and human resources owned by group members and administrators strongly support the success of women's empowerment in Poklahsar Delima. While external factors support the empowerment of women in Poklahsar Pomegranate, there is the wide range of support, both from the government, the family, the local community, and the natural resources available. Both internal and external factors affect the implementation of empowerment of the women in Desa Delima Poklahsar Manurung.

2. Inhibiting Factors

inhibiting factors empowerment program implementation in Desa Delima Poklahsar Manurung contained on internal factors, raw materials were so difficult when the weather is bad and capital problems, make the implementation of the processing activities amplang cracker production is hampered. There was also difficulty in marketing processed products to penetrate the area of Tanah Bumbu out because it can not read the market opportunities.

4. CONCLUSION

Women's empowerment is done in groups of marketers processing fishery products (POKLAHSAR) Desa Delima Kusan Manurung Central District of Tanah Bumbu District, an empowerment-based group named Delima. In the process of empowerment groups, marketers process fishery products Pomegranate empowerment through several stages, including awareness, capacity building, and shuck stage. At this stage given a boost community awareness and motivation by the fisheries facilitator Mrs. Puspa Heriani, S. Pi, to be able to maintain the production of crackers amplang processing has been done and based on the awareness stage there is socialization, problem identification, and planning that will generate ideas for the manufacture of groups Pomegranate marketers processing of fishery products.

In the second phase of the capacity building phase, the group given the knowledge and training in the implementation of cracker production processing amplang is excellent and right, to avoid the failure of the harvest, which could harm the group. The last stage is the stage of deception, at this stage, the group is allowed to apply the results of the training and knowledge they have acquired from the training provided to develop the skills contained in the group.

Based on the three stages of the empowerment group marketers processing fishery products Delima was successful, and by the stages of empowerment mentioned by Wrihatnolo and Dwijowijoto, namely the awareness stage, the stage of increasing the capacity, and shuck stage. Factors Supporting the Women's Empowerment Through Processing Group Fishery Products Marketers Delima includes two factors, namely internal factors and external factors. Internal factors come from the group of marketers processing fishery products Delima, in which the members have the same goal, namely the desire to continue to learn and continue to strive to empower themselves to become the main capital in the achievement of the empowerment of women in the group. Potential and human resources owned by group members and administrators strongly support the success of women's empowerment in Poklahsar Delima.

External factors that support the empowerment of women in Poklahsar Pomegranate is the wide range of support, both from the government, the family, the local community, and the natural resources available. Both internal and external factors affect the implementation of empowerment of the women in Desa Delima Poklahsar Manurung. Inhibiting factors are the internal factors, the raw material is so difficult when the weather is terrible, and the capital, implementing the processing activities amplang cracker production is hampered. There was also difficulty in marketing processed products to penetrate the area of Tanah Bumbu out because it can not read the market opportunities.

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