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Strategy model of coastal women's economic empowerment (fisherman's wife) based on blue economy and local potential in kenjeran beach tourism location city of Surabaya

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ABSTRACT

This study aims to find out the role coastal women in improving the economy of fishermen's families, the role of coastal women in implementing the blue economy, the right model of empowerment strategies for coastal women. The types of research are quantitative, the number of samples is 50 and the sampling technique is purposive sampling. This study uses SWOT analysis. The results of the SWOT analysis show that the main strategy produced is the SO strategy with the highest score of 3.9 in position 1, which is to use strength to seize and take advantage of opportunities as large as possible. The role of coastal women in using local potential on tourist beaches is still not optimal because KPPI members do not have the skills, in particular there is no innovation and there is no variety of products from fishermen's catches, and weak marketing strategies.



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Introduction

Alignment with environmental characteristics is based on economic improvement and development of coastal areas (Tupamahu et al., 2021). An example of the idea being developed is the Blue Economy, which was initiated by Prof. Gunter Pauli, through his book "BlueEconomy" in 2010. This idea is based on the world's economic conditions that lead to the utilization of nature's power, so it requires changes in activities to restore the ability of these natural forces (Utina, 2015). The number of fishermen in Surabaya who used traditionally in 2016 was 406, and the use of motorization was 1660, with an average income of Rp 6.101.336. In 2017 the number of fishermen with motorization was 1660 and traditional 606, and the average income for 2017 was Rp 10.800.000. Meanwhile, in 2018 the number of fishermen with motorization was 1414 and traditional 652, and the average income for 2018 was Rp 11.800.000.

In Azizah et al. (2019) research shows that community independence in terms of income is obtained through blue blood marketing strategies. The use of e-commerce as a means of digital marketing is well managed so as to increase the skills of partners in the field of processing. Partners already have financial accounting. Regeneration carried out aims to sustain the production and marketing of blue blood. The results of Magfiroh & Sofia (2020) research show that (1) the motivation of labor fishermen's wives to work in the public sector is due to physiological needs, security needs, and social needs. (2) There are two livelihood strategies carried out

by labor fishermen's wives, namely income diversification by working as laborers, traders, and tailors; Migration is doing work outside the village as laborers in the agricultural sector.

In addition to fishing in the sea, the local fishing community conducts fish processing business (Muchlashin et al., 2022). However, this business is still not managed optimally, so it has not been able to increase income significantly (Riana et al., 2014). The fluctuating and speculative economic activities of fishermen require coastal women to play a role in producing the economy as an effort to meet daily household needs (Fitria, 2022). The efforts made by coastal women to earn economic income are selling their husband's catch (fish) (Nurlaili & Muhartono, 2017); working for other people, such as being a laborer in a fish processing business; preserve fish, and or have their own business unit, such as opening a shop/stall, trading clothes, and owning a business to process fishery products. Therefore, based on these facts, alternative thinking is needed in the implementation of coastal women's empowerment programs so that they can contribute to increasing family income, so that their welfare can increase (Widagdo, 2016). One of them is how the right strategy for the economic empowerment model of coastal women based on the blue economy through the use of local potential can be implemented so that there is an increase in welfare in the City of Surabaya (Saksono, 2013). The purpose of this study is to determine the role of coastal women in improving the economy of fishing families.

Method

This type of research is descriptive qualitative research, namely to obtain data in the field about the potential of the area that can be developed into economic commodities and data about the Payang Economic Empowerment Program that has been implemented, resulting in a Grand Design to Develop an effective Model of Economic Empowerment of coastal women (Budiani et al., 2018). This research activity was carried out on Coastal Women in the Kenjeran Beach Area. This research activity will focus on identifying regional potentials that can be developed into economic commodities and data on economic empowerment programs for coastal women. The population in this study were coastal women or fishermen's wives in Kedungcowek Village, Bulak District, Surabaya City, there were 358 fishermen. Sampling using purposive sampling with the following criteria is members of the Indonesian Coastal Women's Group or Community Information Group So, there are 50 samples in this study.

This research was conducted with a series of complementary activities, including: 1) Preliminary Survey, namely conducting initial observations to be able to provide a general description of the condition of the development of Kenjeran beach tourist sites; 2) Observation, namely direct observation in more depth on the role of coastal women in; 3) Kedungcowek Village, Bulak District, Surabaya City. This observation produces an overview of the economic conditions faced by coastal women in the Kedungcowek village, Bulak district, Surabaya city; 4) In-depth interviews obtain information for research purposes by means of question and answer while face to face between the interviewer and the informant or the person being interviewed, with or without using guidelines (Makbul, 2021), 5) Questionnaire, which is a method to collect data by asking a list of questions or statements to the respondents to be answered or responded to (Purba et al., 2021). The questionnaire submitted is a closed questionnaire, which is a questionnaire that provides a choice of answers to each question or statement submitted (Rukajat, 2018); 6) Focus Discussion Group, is a meeting conducted by researchers with several coastal women in Kedungcowek Village, Bulak District, Surabaya City. In this FGD, several findings obtained from observations and questionnaires were distributed to respondents discussed. The results of this FGD provide a more complete explanation of the findings that have been obtained.

The data used in this study are nominal and ordinal scale data. All data analyzed in this study are primary data obtained from primary sources, namely data directly collected by the researchers themselves from coastal women in the Kedung Cowek Village, Bulak District, Surabaya City. The data analysis in this study is a SWOT analysis or stands for Strength, Weakness, Opportunity, and Threat which is a systematic identification of various factors (Arda, 2019). It was created to formulate a strategy for a company. This analysis is usually based on logic that maximizes strengths and opportunities, but at the same time it can also minimize weaknesses and threats (Mahfud, 2020). The application of SWOT analysis by analyzing and sorting out various things that affect the four factors, then a SWOT matrix image can be applied (Anggraini et al., 2019), where the application is how strengths (strengths) are able to take advantage (advantages) from existing opportunities (opportunities), how to overcome weaknesses (weaknesses) which prevents the advantages (advantages) of existing opportunities (opportunities), then how the strengths (strengths) are able to face the threats (threats) that exist, and finally how to overcome the weaknesses (weaknesses) that are able to make threats (threats) become real or create a new threat (Fauzi, 2020). This article will discuss how to develop a SWOT analysis to formulate corporate strategy.

Results and Discussions

The Role of Coastal Women in Improving the Economy of Fishermen's Families

Women from the Kenjeran coastal area have the potential to open their own businesses without having to join people. There are several potentials to open an industry at home, among others: Smoked Fish, processing fish caught by fishermen into salted fish then sold to collectors and then marketed. The fish that is usually processed is Chicken Feather Fish. While men work at sea to earn a living by fishing, fishermen's wives or coastal women take on a large role in socio-economic activities on land. Making a living to anticipate if their husbands do not earn an income is a public activity carried out by coastal women. Fishing activities are speculative activities and are bound by seasons. So, fishermen who go to sea do not necessarily earn income. Facing the economic vulnerability and poverty of fishing communities, women are the most responsible and burdened parties to overcome and maintain household survival in the face of economic vulnerability and poverty of fishing communities.

Complementary fishing effort, as an alternative development based on appropriate technology, is a necessity that must be done. One thing that has been done is making ready-to-eat krispi fish (krispi chicken feathers), this is an effort to increase income, if you sell raw dry chicken feathers the price is Rp 70,000/kg but processed into krispi is priced at Rp 160,000 -180,000/kg. as well as for rebon (ebi) to become ebi balado. The problem that occurs is that this group does not carry out continuous production but based on orders. In fact, if this business is developed, it will become a superior product and become a typical souvenir of the city of Surabaya, besides that the marketing is not yet broad in scope so that this product is not yet known.

The Role of Coastal Women in Implementing the Blue Economy

The level of building density in the fishing area is quite high, so that many social problems occur, for example, residents are still littering and many residents are also still throwing domestic wastewater directly into the sea, domestic waste is not handled properly because the garbage officer is sick, even many plastics dumped in the sea. Several principles in the Blue Economy to be more efficient in managing natural resources. First, minimize waste, which is when the production process creates clean products without zero waste. Second, the distribution of social welfare in the form of economic improvement and job opportunities for the poor will be generated by social inclusion in the production process. Third, the principles of physical law and the adaptive nature of all economic activities will be considered for innovation and adaptation. Fourth, the Multiplier effect in the form of a broad impact in various forms of business and is not susceptible to changes in market prices is expected to be owned by every economic activity (Pauli, 2013).

The challenges of implementing the blue economy, among others, from the internal side of the fishermen (producers) are that there are still many fishermen's wives who have low knowledge, especially regarding the blue economy. The practices that are not environmentally friendly include the use of plastic in every activity, disposing of garbage/waste in the sea. As members of KPPI and KIM, coastal women know about the blue economy, but most of the non-members lack understanding, making it difficult to persuade them to change. Principles of the Blue Economy, can be developed by being applied from the form of management of fish catches and other processed products

IFAS Matrix Analysis

This IFAS matrix shows the role of coastal women or fishermen's wives in Kedungcowek Village in the form of strengths and weaknesses which are calculated based on ratings and weights.

Table 1. IFAS Matrix

Strengths	Internal factors		Rating	Weight	Score
	Amount				
There is a government policy regarding the development of tourism objects and KPPI	199		3.9019608	0.061533704	0.2401021
Coastal women play a role in the family economy	191		3.745098	0.059059988	0.2211854
village policies that are friendly to women and children	194		3.8039216	0.059987631	0.2281882
Guidance on KPPI by PemKOT is available and carried out quite well	155		3.0392157	0.047928262	0.1456643
The potential for attractiveness of the beauty of the beach makes KPPI growing	165		3.2352941	0.051020408	0.165066
KPPI Products Attract Tourist Visitors	158		3.0980392	0.048855906	0.1513575

Strengths	Internal factors		Weight	Score
	Amount	Rating		
KPPI members participate in maintaining Kenjeran tourism facilities and infrastructure	165	3.2352941	0.051020408	0.165066
KKPI members support the program to reduce marine debris, preserve mangrove forests	177	3.4705882	0.054730983	0.1899487
KPPI members support eco-friendly tourism by not always using plastic	179	3.5098039	0.055349412	0.1942656
Creative KPPI members create various socio-economic institutions (arisan, saving, savings and loan business)	184	3.6078431	0.056895485	0.20527
Total	157			1.91
Weakness				
KPPI members do not get a fixed income	157	3.0784314	0.048546691	0.1494477
KPPI members do not yet have the skills to process fisherman's catch	169	3.3137255	0.052257267	0.1731662
There is no innovation and there is no product variation from the fishermen's catch	142	2.7843137	0.043908472	0.122255
KPPI members have a lot of debt for working capital	120	2.3529412	0.037105751	0.0873077
Often rely on family members as unpaid workers	124	2.4313725	0.03834261	0.0932252
KPPI members are not directly involved with Kenjeran beach tourism	143	2.8039216	0.044217687	0.1239829
Not yet broad marketing reach	159	3.1176471	0.049165121	0.1532795
Business actors always use plastic for product packaging	158	3.0980392	0.048855906	0.1513575
Unhealthy home environmental conditions due to malfunctioning water channels	147	2.8823529	0.045454545	0.131016
Environmental spatial planning that does not allow businesses to develop	148	2.9019608	0.04576376	0.1328046
Total				1.32
Total	2844		1.00	3.22

The total score in the table with a value of 3.22 is obtained from the sum of item weights x rating factor strengths and weaknesses factors which are used as a reference point for internal conditions for coastal women or fishermen's wives in Kedungcowek Village. In the table, it can be seen that the main strengths of the Kenjeran village are government policies on tourism object development and KPPI with a score of 0.2401. Meanwhile, the main weakness is that KPPI members do not have skills other than managing fisherman catches with a score of 0.173.

EFAS Matrix Analysis

The EFAS matrix is used to find out how big the role of external factors is in coastal women or fishermen's wives in Kedungcowek Village. The EFAS matrix shows coastal women or fishermen's wives in Kedungcowek Village in the form of opportunities and threats that are calculated based on ratings and weights, as follows (Table 2).

The total score in table 3 above shows a total score of 3.41 obtained from the sum of item weights x rating factor opportunity and threat factor which is used as a reference point for external conditions on coastal women or fishermen's wives in Kedungcowek Village. Based on the table the main opportunities used to create fishermen's wives as entrepreneurs show a score of 0.223. The main threat is that many competitors produce the same product which has better product quality with a score of 0.170. Analysis of the table of internal factors and external factors shows the strength factor (S) produces a score of 1.91 and weakness (W) with a score of 1.32. The opportunity factor (O) resulted in a score of 1.99 and the threat factor (T) a score of 1.42. This results in an IFAS score of 3.22 and an EFAS score of 3.41.

Table 2. EFAS. Matrix

Faktor eksternal Oppurtunities (peluang)	Jumlah	Rating	Bobot	Skor
Government policy regarding the development of fishing village tourism objects	178	3.4901961	0.051669086	0.1803352
Wide open marketing and market	188	3.6862745	0.054571843	0.2011668
Creating a fisherman's wife as an entrepreneur	198	3.8823529	0.057474601	0.2231367
Increasing the income of fishing communities with appropriate technology	179	3.5098039	0.051959361	0.1823672
There is a cooperative that ensures business continuity	187	3.6666667	0.054281567	0.1990324
Creating creativity and productivity of business actors	185	3.627451	0.053701016	0.1947978
Creating a Saving Culture	193	3.7843137	0.056023222	0.2120094
Creating a clean and healthy fishing village	193	3.7843137	0.056023222	0.2120094
The impact of the production process does not interfere with the environment	182	3.5686275	0.052830189	0.1885313
Processed Fish Products can be exported	184	3.6078431	0.05341074	0.1926976
Jumlah	1867		0.54	1.99
Threats (ancaman)				
Many Competitors are producing the same product which has the potential for better product quality	173	3.3921569	0.050217707	0.1703463
Urgent need for capital so you have to do debt	143	2.8039216	0.041509434	0.1163892
Urgent need for capital so you have to sell your catch immediately	169	3.3137255	0.049056604	0.1625601
There is no standardization of the price of the catch	158	3.0980392	0.04586357	0.1420871
There is no coll storage container (Fish Storage Box)	159	3.1176471	0.046153846	0.1438914
Coordination between KPPI and some sectors is weak	142	2.7843137	0.041219158	0.1147671
Coordination between tourism managers and KPPI has not been established	160	3.1372549	0.046444122	0.145707
The impact of the production process is considered disturbing the environment	143	2.8039216	0.041509434	0.1163892
Not many financial institutions are willing to help get extra,oda	166	3.254902	0.048185776	0.15684
There is not enough technology available to ensure business continuity	165	3.2352941	0.047895501	0.154956
Jumlah				1.42
Total	4773		1.00	3.41

The score of internal strategy factor analysis (IFAS) resulted in a score of 3.22, this indicates that coastal women or fishermen's wives in Kedungcowek Village have great power to face the opportunities and threats that occur. The total EFAS score that has been weighted and rated is 3.41 shows that coastal women or fishermen's

wives in Kedungcowek Village are quite responsive or responsive to the opportunities and threats that occur. To determine the position of the quadrant coordinates, it can be searched by calculating the difference between the total strength factor (S) and the total weakness factor (W). Then the difference between the total opportunity score (O) and the total threat score (T) is also calculated, namely:

$$\text{IFAS} = \text{Total Strength Score} - \text{Total Weakness Score}$$

$$= 1.91 - 1.32$$

$$= 0.59$$

$$\text{EFAS} = \text{Total Opportunity Score} - \text{Total Threat Score}$$

$$= 1.99 - 1.42$$

$$= 0.57$$

The SWOT quadrant can be described from the results of all these factors as follows:

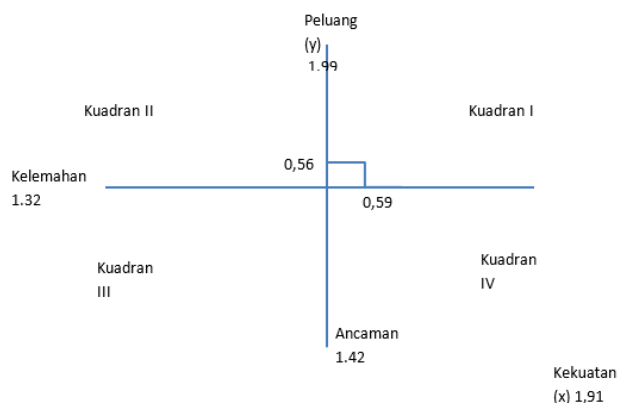


Figure 1. SWOT Analysis Quadrant Diagram Kedungcowek Village

The position of the business unit in quadrant I is known after the meeting point of the diagonals (X) is generated, this shows that coastal women or fishermen's wives in Kedungcowek Village have strengths and opportunities so that they can take advantage of existing opportunities. The strategy that can be applied in this condition is to support an aggressive growth policy (Growth oriented strategy). The calculation results of each quadrant can be described in the following table:

Table 3. Area of SWOT Results

Quadrant	Point Position		Matrix Area	Rank	Strategy Priority	Strategy
SO	1,91	1,99	3,79	1	Growth	Aggressive Strategy
WO	1,32	1,99	2,62	3	Stabilitas	Turnaround Strategy
WT	1,32	1,42	1,88	4	Collapse	Defensive Strategy
ST	1,91	1,42	2,71	2	Combination	Verified Strategy

Matrix And Strategy Priority Information: 1) Quadrant I (SO Strategy) is a general strategy that can be carried out by the company, namely using the company's strengths to take every advantage at the opportunity; 2) Quadrant II (WO Strategy) companies can create advantages in opportunities for reference in focusing activities by avoiding weaknesses; 3) Quadrant III (W T Strategy) Minimize all weaknesses to face each threat; 4) Quadrant IV (ST Strategy) Makes every strength have the ability to face every threat by producing various types in creating opportunities.

Data processing to find out the matrix area and strategic priorities in the table above, the results obtained are the largest matrix area in quadrant I with a matrix area of 3.79. The description of the ranking position of the quadrant matrix area in the table above includes: 1) Rank 1: Quadrant I with a matrix area of 3.79; 2) Rank 2: Quadrant IV with a matrix area of 2.71; 3) Rank 3: Quadrant II with a matrix area of 2.62; 4) Rank 4: Quadrant III with a matrix area of 1.88.

Table 4. SWOT Matrix Strategy Combination

	Strength (S)	Weaknes (W)
Opportunities (O)	Strategi SO 1,91+ 1,99 3,9 I	Strategi WO 1,32+ 1,99 3,31 III
Threats (T)	Strategi ST 1,91 + 1,42 3,33 II	Strategi WT 1,32+ 1,42 2,74 IV

Table 5.10 above shows that the main strategy produced, namely the SO strategy with the highest score of 3.9 in position 1, is to seize and take advantage of opportunities as much as possible by using strength.

Women's Empowerment Programs

Based on the results of the SWOT analysis, empowerment with the SO strategy includes the following: 1) The government's policy towards KPPI is realized by strengthening the organization of coastal women's groups at all levels from village/kelurahan to national. Institutional strengthening is aimed at increasing the ability of institutions to play an active role as planners, implementers, and controllers; 2) Increasing the function and role of the coastal women's organization (KPPI) in the social marketing of empowerment programs. This is important considering that so far the existing empowerment programs have not been socialized and have not involved the role of the community, especially fishermen's wives related to the blue economy, creating a clean and healthy environment; 3) Considering that coastal women play a role in the family economy, on the other hand, they have the weakness of not having skills, thus increasing the ability of women's group members in the business sector (small/home industry scale to large industrial scale) with various skills that support it is very necessary such as increasing the ability to process, improve business management capabilities and increase the ability to obtain more credit and marketing. So that fishermen's wives are created as entrepreneurs with increased skills; 4) Fishermen and fishermen's wives are given knowledge and training in blue economy programs, such as seaweed utilization. Isti fishermen are trained to process seaweed raw materials into products, develop sustainable alternative income in other sectors, such as small-medium industries processing food made from seaweed, crackers, sweets, jenang dodol, ice cendol ingredients, and cocktails; 5) Assistance and guidance on clean and quality production, marketing techniques, and attractive product packaging also using digital marketing or social media to expand marketing reach; 6) The existence of technology and equipment that is prepared continuously; 7) Alternative income will be sustainable, among others, if the resources are easily available and exist at the local level.

The position of the business unit in quadrant I is known after the meeting point of the diagonals (X) is generated, this shows that coastal women or fishermen's wives in Kedungcowek Village have strengths and opportunities so that they can take advantage of existing opportunities. The strategy that can be applied in this condition is to support an aggressive growth policy (Growth oriented strategy). Considering that coastal women play a role in the family economy, on the other hand, they have the weakness of not having skills, thus increasing the ability of women's group members in the business sector (small/home industry scale to large industrial scale) with various skills that support it is very necessary such as increasing the ability to process, improve business management capabilities and increase the ability to obtain more credit and marketing. So that fishermen's wives are created as entrepreneurs with increased skills.

Fishermen and fishermen's wives are given knowledge and training in blue economy programs, such as seaweed utilization. Isti fishermen are trained to process seaweed raw materials into products, develop sustainable alternative income in other sectors, such as small-medium industries processing food made from seaweed, crackers, sweets, jenang dodol, ice cendol ingredients, and cocktails. Coastal women play a very important role in improving the economy of fishermen's families, so they have a productive capacity. Productive capacity is the capacity of fishermen's wives to generate economic income in order to cover their daily needs. Activities carried out by fishermen's wives to make money are carried out by selling fish that their husbands get, becoming laborers in the fish processing business, mbelek (opening) fish, and can also have other activities. The role of coastal women in using local potential on tourist beaches is still not optimal because KPPI members do not have the skills, in particular there is no innovation and there is no variety of products from fishermen's catches, and weak marketing strategies.

Conclusions

Based on the discussion in the previous chapter. Coastal women play a very important role in improving the economy of fishermen's families, so they have a productive capacity. Productive capacity is the capacity of fishermen's wives to generate economic income in order to cover their daily needs. Activities carried out by fishermen's wives to make money are carried out by selling fish that their husbands get, becoming laborers in the fish processing business, mbelek (opening) fish, and can also have other activities. Coastal women have not played a role in implementing the blue economy, the obstacles to implementing the blue economy include: from the fishermen's wife side (producers) there are still many fishermen's wives who have low knowledge, especially about the blue economy. The practices that are not environmentally friendly, for example the use of plastic in every activity, throwing garbage / waste at sea / drying fish on the highway, this shows a low level of understanding. zero waste). The role of coastal women in using local potential on tourist beaches is still not optimal because KPPI members do not have the skills, in particular there is no innovation and there is no variety of products from fishermen's catches, and weak marketing strategies. The results of the SWOT analysis show that the main strategy model in empowering coastal women is to use strength to seize and take advantage of opportunities as much as possible, this can be seen from the SO strategy with the highest score of 3.9 in position 1.

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