

# Economic Empowerment Strategy Model For Coastal Women On The Basis Of Blue Economy And Local Potential In Surabaya

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## ABSTRACT

This study aimed to determine the role of coastal women in improving the economy of fishermen family, the role of coastal women in implementing blue economy, and the right empowerment strategy model for coastal women. The type of this research was quantitative, the number of samples was 50 and the sampling technique was purpose sampling. This study used SWOT analysis. This research found that coastal women have not played a role in the application of the blue economy, obstacles in the application of the blue economy include: from the side of fishermen (producers) there were still many fishermen's wives who have low knowledge, especially about the blue economy. Practices that were not environmentally friendly, for example the use of plastic in every activity, throwing garbage / waste into the sea / drying the fish on the highway, this showed a low level of understanding the minimize waste, which means that in the production process must produce clean products (clean production) with no waste (zero waste). The role of coastal women in utilizing local potential at tourist beaches was still not optimal because KPPI members did not have skills, especially no innovation and no product variations from fishermen's catches, and weak marketing strategies. The results of the SWOT analysis showed that the main strategy generated was the SO strategy with the highest score of 3.9 in position 1, namely using strengths to seize and take advantage of the maximum opportunities.

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## 1. Introduction

Harmony with environmental characteristics is based on improving the economy and development of coastal areas. An example of an idea developed is the Blue Economy initiated by Prof. Gunter Pauli, through his book "Blue Economy" in 2010. This idea is based on the condition of the world economy that leads to the utilization of more than the power of nature, thus requiring changes in activities in order to restore the ability of natural.

**Table 1.** Number of Fisherme in Surabaya

Years	Motorization	Traditional	Total	Average Income
2016	1660	406	2066	6.101.336
2017	1660	606	2266	10.800.000
2018	1414	652	2066	11.800.000

<sup>a</sup> Source: Food Security and Agriculture Office of Surabaya City Surabaya in numbers 2021

In addition to the fishing business at sea, the local fishing community also conducts fish processing business. However, the business is still not managed optimally so that it cannot

significantly increase income. The fluctuating and speculative economic activities of fishermen require coastal women to play a role in generating the economy as an effort to meet daily household needs. The efforts made by coastal women to get this economic income are selling their husband's catch (fish); working for other people, such as being a laborer in a fish processing business; preserving fish, and or having their own business units, such as opening a shop, trading clothes, and having a business processing fishery products. Therefore, based on these facts, alternative thinking is needed in the implementation of coastal women empowerment programs so that they can contribute to increasing family income, so that their welfare can increase. One of them is how the right strategy for the blue economy-based coastal women's economic empowerment model through the utilization of local potential can be implemented so that there is an increase in welfare in Surabaya City.

Formulation of the problem

Who the role of coastal women in improving the economy of fishermen family?

Who is the role of coastal women in implementing the blue economy?

Who is the role of coastal women in using local potential at Kenjeran tourist beach?

Who is the right empowerment strategy model for coastal women?.

## 2. Method

### 2.1 Types of research

This type of research was descriptive qualitative research, it was to obtain field data about the potential of the area that can be developed into economic commodities and data about the economic empowerment program that has been implemented, to produce a Grand Design to develop an effective economic empowerment model for coastal women.

### 2.2 Research sites

This research activity was performed on Coastal Women in the Kenjeran Beach Area.

### 2.3 Object of research

This research activity will focus on identifying the potential of regional potential that can be developed into economic commodities and data on economic empowerment programs for coastal women

### 2.4 Population And Sample

The population in this study were coastal women or fishermen's wives in Kedung Cowek Village, Bulak Subdistrict, Surabaya City, totaling 358 fishermen. Sampling using purposive sampling with criteria: Fisherman's wife, members of the Indonesian Coastal Women's Group or Community Information Group. So there are 50 samples in this study

### 2.5 Data Collection Methods

This research was carried out with several complementary series of activities, among others:

- a. Initial Survey, i.e. conducting initial observations to be able to provide a general description of the condition of the development of kenjeran beach tourism sites.
- b. Observation, i.e. conducting direct observations in more depth on the role of coastal women in Kedung Cowek village, Bulak sub-district, Surabaya city. This observation resulted in a description of the economic conditions faced by coastal women in Kedung Cowek sub-district, Bulak District, Surabaya City.
- c. In-depth interview, obtaining information for research purposes by means of questions and answers while meeting face to face between the interviewer and the informant or interviewee, with or without using guidelines.
- d. Questionnaire, it is a method of collecting data by submitting a list of questions or statements to respondents to be answered or responded to. The questionnaire submitted was a closed questionnaire, which was a questionnaire that provides a choice of answers to each question or statement submitted.
- e. Focus Discussion Group, FGD is a meeting conducted by researchers with several coastal women in Kedung Cowek sub-district, Bulak District, Surabaya City. In this FGD, several findings obtained from the observation and distribution of questionnaires to respondents were

discussed. The results of this FGD provide a more complete explanation of the findings that have been obtained.

## 2.6 Types and sources of data

The data used in this study were nominal and ordinal scale data. All data analyzed in this study were primary data obtained from primary sources, namely data directly collected by the researchers themselves from coastal women in the Kedung Cowek Sub-district, Bulak District, Surabaya City.

## 2.7 Analysis Tools

Data analysis in this study is SWOT analysis or stands for Strength, Weakness, Opportunity, and Threat is a systematic identification of various factors. 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.

The implementation of SWOT analysis was by analyzing and sorting out various things that affect the four factors, then the SWOT matrix image can be applied, where the application is how strengths are able to take advantage of existing opportunities, how to overcome weaknesses that prevent advantages from existing opportunities, then how strengths are able to deal with existing threats, and finally how to overcome weaknesses that can make threats real or create a new threat. This article will discuss how to develop a SWOT analysis to formulate a company strategy

## 3. Results and Discussion

### 3.1. The Role of Coastal Women in Improving Fishermen family Economy

Women in the Kenjeran coastal area have the potential to open their own businesses without having to follow other people. There are several potentials to open an industry at home, among others: Smoked Fish, processing fish caught by fishermen into salted fish and then sold to collectors and then marketed. The fish that is usually processed is Knife Fish. While men work at sea to earn a living by catching fish, fishermen's wives or coastal women take a big role in socioeconomic 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. Going to sea is a speculative activity and is bound by the season. So fishermen who go to sea do not necessarily earn income. In the face of economic vulnerability and poverty in fishing communities, women are the most responsible and burdened parties to overcome and maintain household survival in the face of economic vulnerability and poverty in fishing communities.

Complementing the fishing business, as an alternative development based on appropriate technology, is a necessity that must be done. One of the things that has been done is the manufacture of crispy fish (crispy knife fish) that are ready to serve, this is one of the efforts to increase income, if sold the price of dry raw knife fish is IDR 70,000 /kg but by processing it into crispy it is priced at IDR 160,000-180,000 / kg. as well as for small shrimp (ebi) into ebi balado. The problem occurred was that this group did not perform continuous production but was based on orders. If this business is developed, it will become a superior product and become a typical souvenir of Surabaya City, in addition to marketing that has not been widely reached so that this product is not yet known.

### 3.2. The Role Of Coastal Women In Implementing Blue Economy

The level of building density in the fishing area is quite high, so many social problems occur, for example residents still litter and many residents also still dispose of domestic wastewater directly into the sea, in Nambangan domestic waste is not handled properly because the garbage officer is sick, even a lot of plastic is thrown in the sea. Some principles in the Blue Economy to be more efficient in managing natural resources. First, Minimize waste, which is during the production process to create clean products (clean production) without zero waste. Second, Equitable social welfare in the form of economic improvement and employment opportunities for the poor will be generated by social inclusion in the production process. Third, the principles of the laws of physics and the adaptive nature of all economic activities will be considered for innovation and adaptation. Fourth, Multiplier effects in the form of broad impacts in various forms of business and not vulnerable to changes in market prices are expected by every economic activity [1].

The challenges of implementing the blue economy include internal ones, the first from the fishermen (producers) side is that there are still many fishermen's wives who have low knowledge, especially about the blue economy. Such environmentally unfriendly practices include the use of plastic in every activity, disposing of garbage/waste at sea. As members of KPPI and KIM, coastal women know about the blue economy, but most who are not members lack understanding, making it difficult to change. The principles of the Blue Economy can be developed by applying them to the management of fish catches and other processed products.

### 3.3. IFAS Matrix Analysis

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

**Table 2.** IFAS Matrix

NO	INTERNAL FACTORS				
	STRENGTHS	TOTAL	RATING	WEIGHT	SCORE
1	There is a government policy on tourism development and KPPI	199	3.9019608	0.061533704	0.2401021
2	Coastal women play a role in the family economy	191	3.745098	0.059059988	0.2211854
3	Women and child friendly Sub-district policies	194	3.8039216	0.059987631	0.2281882
4	Coaching on KPPI by the City Government, available and reasonably well performed.	155	3.0392157	0.047928262	0.1456643
5	The potential attractiveness of the beauty of the beach makes KPPI even more developed	165	3.2352941	0.051020408	0.165066
6	KPPI Products Attract Tourist Visitors	158	3.0980392	0.048855906	0.1513575
7	KPPI members participate in maintaining Kenjeran tourism facilities and infrastructure	165	3.2352941	0.051020408	0.165066
8	KKPI members support programs to reduce marine debris, preserve mangrove forests	177	3.4705882	0.054730983	0.1899487
9	KPPI members support environmentally friendly tourism by not always using plastic	179	3.5098039	0.055349412	0.1942656
10	KPPI members creatively create a variety of socioeconomic institutions (lottery club, savings, loan businesses)	184	3.6078431	0.056895485	0.20527
TOTAL		157			1.91
WEAKNESS					
1	KPPI members do not get a fixed income	157	3.0784314	0.048546691	0.1494477
2	KPPI members do not yet have the skills to process fisherman's catch	169	3.3137255	0.052257267	0.1731662
3	There is no innovation and there is no product variation from the fishermen's catch	120	2.3529412	0.037105751	0.0873077
4	KPPI members have a lot of debt for working capital	120	2.3529412	0.037105751	0.0873077
5	Often rely on family members as unpaid workers	124	2.4313725	0.03834261	0.0932252
6	KPPI members are not directly involved with Kenjeran beach tourism	143	2.8039216	0.044217687	0.1239829
7	Not yet broad marketing reach	159	3.1176471	0.049165121	0.1532795
8	Business actors always use plastic for product packaging	158	3.0980392	0.048855906	0.1513575
9	Unhealthy home environmental conditions due to malfunctioning water channels	147	2.8823529	0.045454545	0.131016
10	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 of 2 is obtained from the summation of the weight of the items x the rating of the strength factors and weakness factors used as a reference point for internal conditions in coastal women or fishermen's wives in Kedung Cowek Sub-district. In the table, it can be seen that the main strengths of the Kenjeran Sub-district are government policies regarding the development of tourist attractions and KPPI with a score of 0.2401. Meanwhile, the main weakness was that KPPI members did not have skills other than managing fishermen's catches with a score of 0.173

### 3.4. EFAS Matrix Analysis

The EFAS matrix is used to determine how big the role of external factors contained in coastal women or fishermen's wives in Kedung Cowek Sub-district. The EFAS matrix showed the coastal women or fishermen's wives in Kedung Cowek Sub-district in the form of opportunities and threats calculated based on ratings and weights, as follows:

**Table 3.** EFAS. Matrix

NO	FAKTOR EKSTERNAL OPPURTUNITIES (PELUANG)	JUMLAH	RATING	BOBOT	SKOR
1	Government policy on the development of fishing village tourism objects	178	3.4901961	0.051669086	0.1803352
2	Marketing and market is wide open	188	3.6862745	0.054571843	0.2011668
3	Creating fishermen's wives as entrepreneurs	198	3.8823529	0.057474601	0.2231367
4	Increased in income of fishing communities with appropriate technology	179	3.5098039	0.051959361	0.1823672
5	There are cooperatives that ensure business continuity	187	3.6666667	0.054281567	0.1990324
6	Creating creativity and productivity of business actors	185	3.627451	0.053701016	0.1947978
7	Creating a culture of saving	193	3.7843137	0.056023222	0.2120094
8	Creating a clean and healthy fishing village	193	3.7843137	0.056023222	0.2120094
9	The impact of the production process does not disturb the environment	182	3.5686275	0.052830189	0.1885313
10	Fish products can be exported	184	3.6078431	0.05341074	0.1926976
TOTAL		1867		0.54	1.99
<b>THREATS (ANCAMAN)</b>					
1	Many competitors produce the same product that has the potential for better product quality	173	3.3921569	0.050217707	0.1703463
2	Urgent capital needs so that you have to do debt	143	2.8039216	0.041509434	0.1163892
3	Urgent need for capital so you have to sell your catch immediately	169	3.3137255	0.049056604	0.1625601
4	No Standardization of catch prices	158	3.0980392	0.04586357	0.1420871
5	No cool storage container (Fish Storage Box) yet	159	3.1176471	0.046153846	0.1438914
6	Coordination between KPPI and some sectors is weak	142	2.7843137	0.041219158	0.1147671
7	Coordination between tourism managers and KPPI has not yet been established	160	3.1372549	0.046444122	0.145707
8	The impact of the production process is considered disruptive to the environment	143	2.8039216	0.041509434	0.1163892
9	Not many financial institutions are willing to assist in obtaining additional capital	166	3.254902	0.048185776	0.15684
10	Not enough technology to ensure business continuity	165	3.2352941	0.047895501	0.154956
TOTAL					1.42
<b>TOTAL</b>		4773		1.00	3.41

The total score in table 3 above shows a total score of 3.41 obtained from the summation of item weight x rating of opportunity factors and threat factors used as a reference point for external conditions on coastal women or fishermen's wives in Kedung Cowek Sub-district. Based on the table, the main opportunities that were utilized to create fishermen's wives as entrepreneurs show a score of 0.223. The main threat is that there are many competitors who produce the same product that has better product quality with a score of 0.170.

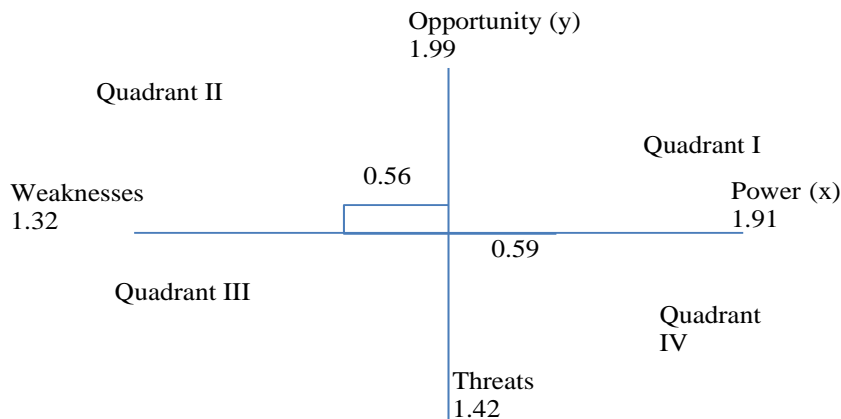
The table analysis of internal factors and external factors shows that the strength factor (S) generates a score of 1.91 and weaknesses (W) with a score of 1.32. The opportunity factor (O) generates a score of 1.99 and the threat factor (T) a score of 1.42. Thus resulting in an IFAS score of 3.22 and an EFAS score of 3.41.

The internal strategic factor analysis score (IFAS) resulted in a score of 3.22, this shows that coastal women or fishermen's wives in the Kedung Cowek Sub-district have great strengths to deal with the opportunities and threats that occur, The EFAS score which has been weighted and rated at 3.41 shows that coastal women or fishermen's wives in the Kedung Cowek Sub-district are quite responsive or responsive to the opportunities and threats that occur.

To determine the position of the quadrant coordinates, it can be found by calculating the difference between the total strength factors (S) and the total weakness factors (W). Then also calculate the difference between the total score of opportunities (O) and the total score of threats (T), namely:

$$\begin{aligned}
 \text{IFAS} &= \text{Total Strength Score} - \text{Total Weakness Score} \\
 &= 1.91 - 1.32 \\
 &= 0.59 \\
 \text{EFAS} &= \text{Total Opportunity Score} - \text{Total Threat Score} \\
 &= 1.99 - 1.42 \\
 &= 0.57
 \end{aligned}$$

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



SWOT Analysis Quadrant Diagram Kedung Cowek Village

The position of the business unit in quadrant I was known after the meeting point of the diagonals (X) is generated, this shows that coastal women or fishermen's wives in Kedung Cowek Sub-district 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 aggressive growth policies (growth oriented strategy). The calculation results of each quadrant can be described in the following table

**Table 4.** 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

### 3.5. Matrix And Strategy Priority Information:

Quadrant I (S O Strategy) the general strategy that the company can work on is to use the company's strengths take every advantage of existing opportunities.

Quadrant II (W O Strategy) companies can create advantages on opportunities for reference in focusing activities by avoiding weaknesses.

Quadrant III (W T Strategy) Minimize all weaknesses to undergo every threat.

Quadrant IV (S T Strategy) Make every strength so that it has the ability to undergo every threat by producing various types in creating opportunities.

Data processing to determine the matrix area and strategy priorities in the table above, the largest matrix area results were obtained in quadrant I with a matrix area of 3.79. The description of the ranking position of the quadrant area matrix 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

Women empowerment programs Based on the results of the SWOT analysis, empowerment with the SO strategy includes the following:

- a. Government policy towards KPPI is realized by strengthening the organization of coastal women's groups at all levels from village/sub-district to national level. Institutional strengthening is aimed at improving the ability of the institution to play an active role as a planner, implementer, and controller.
- b. Improving the function and role of coastal women's organizations (KPPI) in social marketing of empowerment programs. This is important considering that so far the existing empowerment programs have been less socialized and have not involved the role of the community, especially fishermen's wives related to the blue economy, the creation of a clean and healthy environment.
- c. Given that coastal women play a role in the family economy, on the other hand, have the weakness of not having skills, so that increasing the ability of women's group members in the field of business (small industry/household scale to large industry scale) with various supporting skills is needed such as improving processing skills, improving business management skills and increasing the ability to get more credit and marketing. To create fishermen's wives as entrepreneurs with improved skills.
- d. Fishermen and fishermen's wives are given knowledge and training in blue economy programs such as seaweed utilization. Fishermen's wives are trained to process seaweed raw materials into products, develop alternative income continuously in other sectors, such as small-medium industries of seaweed-based food processing, crackers, sweets, jenang dodol, ice cendol ingredients, and cocktails
- e. Assistance and guidance on clean and quality production, marketing techniques, and attractive product packaging as well as using digital marketing or social media to expand marketing reach.
- f. The existence of technology and equipment that is prepared continuously.  
Alternative income will be sustainable, among others, if resources are easily obtained and available at the local level.

#### 4. Conclusion

Based on the discussion in the previous chapter, previous chapter, it can be concluded:

1. Coastal women are very instrumental in improving the fishermen family economy, so they have productive capacity. Productive capacity is the capacity of fishermen's wives to generate economic income in order to cover their daily needs. The activities carried out by fishermen's wives in order to make money are carried out by selling fish obtained by their husbands, becoming laborers in the fish processing business, dissect fish, can also have other activities.
2. Coastal women have not played a role in implementing the blue economy, the obstacles to implementing the blue economy include: from the fishermen's wives (producers) side, there are still many fishermen's wives who have low knowledge, especially about the blue economy. Environmentally unfriendly practices such as the use of plastic in every activity, throwing garbage / waste in the sea / drying fish on the highway, this shows a low level of understanding of Minimize waste is in processing must produce clean products (clean production) with no waste (zero waste).
3. The role of coastal women in using local potential at tourist beaches was still not optimal because KPPI members do not have skills, especially no innovation and no product variations from fishermen's catches, and weak marketing strategies.
4. The results of the SWOT analysis showed that the main strategy model in coastal women empowerment produced was to use strengths 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.

#### Suggestion

In view of the previous discussion, the following are some suggestions related to the conditions experienced by coastal women in Kenjeran.

1. For coastal women, it is necessary to increase training programs so that they have understanding and sensitivity in viewing the potential of natural resources in their area as an alternative basis for increasing income sources.
2. There needs to be intervention in the form of local government programs to increase the optimization of sustainable waste sorting.
3. Local governments need to intervene to increase the use of coastal land by building irrigation facilities and infrastructure, providing subsidies for business capital and other production facilities, technical assistance so that coastal land can produce and quality. Other sectors, such as livestock and aquaculture, can also be managed in an integrated manner with other sectors.
4. The coastal women empowerment program needs to be developed through the discovery of alternative livelihoods sustainability until the empowerment subject is independent and able to maintain its business continuity.
5. Increase the participation of universities, corporations, and other related parties to design and develop effective appropriate technology to manage the potential of coastal-marine resources as the basis of economic activities that are directed to become alternative livelihoods for coastal women.

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