

The Empowerment Strategy Of Fishermen Household Women: Study At Bengkulu City

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Abstract

The productive economic activities are ones of ultra-activities women household of fishermen in Bengkulu City. The financial activities aim to support daily household needs, but the decision-making process on a specific economic productive decision such as investment is not taken by herself. This study aims to analysis the internal and external factors faced by women household and their empowerment strategy. SWOT and QSPM methods were used to determine a priority empowerment strategy to design household women of fishermen at Bengkulu City. The results reveal eight alternative approaches to empower women from fishermen households in Bengkulu City. The best strategies were determined based on the values of Attractive Scores (AS) and Total Attractive Scores (TAS). The best women empowerment strategy suggestion: 1) Improving the modern skills and work capability, 2) Improving insight and knowledge and 3) Maintaining a good relationship in the work environment.

Keywords: Empowerment Strategy, Houshold Women, Fishermen.

INTRODUCTION

Productive economic activities are one of the essential activities in fishermen households which women often carry out. The aim is to help fulfil household needs. However, decision-making, such as determining capital, is usually not independent. Romdhon's research (2017) shows that the proportion of independent decision-making by women is only 9 per cent. Thirty-four per cent of joint decision-making and 57 per cent of independent decision-making by the husband. In Indonesia, gender, according to Azizi (2012), does not affect household decision-making, including productive or investment activities and social activities.

Several studies show the importance of the role of women, but their part is minimal and often neglected, especially in productive economic activities. The role of earning a living is often gendered biased due to socio-cultural barriers. Hubeis (2010) notes that patriarchal culture believes that men should play a productive role while women play a reproductive function. According to Singh (2014), the desire to work independently is one of the reasons for women's involvement in productive activities. Bradshaw (2013) proves that women tend to have a low bargaining position when deciding on practical and economic roles (Nurlaili, 2017).

The division of labour in capture fisheries households based on sexual differences has a powerful effect on the culture of the community. The influence of this cultural aspect places women in the domestic routine of the household and takes up time. This results in limited access for women to gain knowledge and increase their abilities and skills. This condition creates discrimination against women in decision-making. According to Sayogjo (1983), there are five decision-making patterns in the household to analyse women's roles. These five patterns are (a) the wife herself makes decisions without involving the husband, (b) decisions are made jointly by husband and wife with more significant influence by the wife, and (c) decisions are made jointly by husband and wife evenly. (d) decisions made jointly by husband and wife with more significant influence by the husband, and (e) decisions made by the husband without involving the wife. The dynamism of the social and economic environment is increasingly demanding that the role of women be more significant in supporting the household economy. This pattern implies that the strengths between husband and wife can be the same. For the decision-making in fishermen households to involve husband and wife, it is necessary to develop a strategy for empowering fishermen household women. This strategy is designed based on a priority list of anglers' household activities using the Methods Strength, Weakness, Opportunity, and Threat (SWOT) and the Quantitative Strategic Planning Matrix (QSPM) to objectively evaluate alternative strategies based on external and internal factors (Pohan, 2018; Setyorini, 2016; Bhandari & Verna, 2013; Umar, 2011; Parmar, 2018).

This study aims to design an empowerment strategy for fisheries household women in Bengkulu City. This focus is a fundamental difference between this research and previous research on fisherman household women in Bengkulu Province, which focuses on analysing the prospect of roles in women's

empowerment (Erni, 2015) and applications and several other areas in Indonesia that focus on the influence of gender (Azizi, 2012). The role of culture (Hubeis, 2010) and the bargaining position of women (Nurlaili, 2017; Bradshaw, 2013) in decision making. This research focuses on the strategy of empowering household women that results from the identification of both internal and external factors of fishermen household women themselves. This strategy is expected to increase their role in increasing competence, equality of parts, and the household economy.

LITERATUR RIVIEW

The participation and contribution of women in the socio-economic organisation of fishing communities have been an explicit focus of social scientists and developers since 1970 until then. Davis and Nadel-Klein's (1988) literature review on maritime anthropology and gender-related studies of women in fishing societies identifies two main patterns: a) the division of labour varies across cultures, and b) women are usually involved in activities unrelated to fishing, usually in seafood processing and trading. In addition, the research results have documented those men dominate fish fishers; women's position is generally secondary and subservient to their male partner or husband. However, researchers also identified women's vital role and status as independent managers in the household (Davis & Nadel-Klein (ed.), 1988; Davis 1986, Bennett, 2005; Samuel 2007; Coull et al., 2008). In addition, because of expanding public services and markets, women now have alternative employment options in the fields of education, health, tourism, and services. However, this change does not directly require the transformation of women's traditional roles or their empowerment in resource management. On the other hand, their work in economic activities is

sometimes seen as an extension of their role as housewives and caregivers.

Decision-making is a process of determining attitudes about the goals to be achieved and the existing reality. In this case, a woman's decision-making ability is mainly influenced by her characteristics or the woman herself. Reksowardoyo (1983) explains that personal characteristics are traits a person displays in all aspects of life in the environment in which the individual is located. These characteristics can be measured by sociographic and psychographic approaches, which according to Siregar and Pasaribu (2000), sociographically include age, gender, education, income, experience and status of women themselves. Meanwhile, psychographic measurements can be done, among others, by assessing motivation, perceptions and so on.

Regarding decision making, Sayogjo (1982) mentions five patterns of decision making that are often used to analyse women's roles. These five patterns are (a) decisions made by the wife herself without involving the husband, (b) decisions made jointly by husband and wife with more significant influence by the wife, (c) decisions made jointly by husband and wife evenly, (d) decisions are made jointly by husband and wife with more significant influence by the husband, and (e) decisions are made by the husband without involving the wife. Further related to this pattern, Sayogjo (1983) explains that the power between husband and wife can be equal or unequal. Inequality in decision-making is seen from the dominance of husband and wife. Meanwhile, similar decision-making can be seen in joint decisions, although there is still a dominance of the husband or wife in decision-making. Keller and Mbwewe (1991) argue that women's empowerment is one way to strengthen women's independence and ability to make decisions and help them eliminate the power of subordination over women.

The gender empowerment strategy is formulated with a SWOT and QSPM analysis to determine the chosen method, which is the main priority in empowering fishermen households with a gender perspective. According to Rangkuti (2008), SWOT analysis is a structured planning method used to evaluate a project or business venture's strengths, weaknesses, opportunities, and threats. Still, it can also be applied to products, places, industries, people, or households. The SWOT analysis aims to identify the key internal and external factors considered essential to achieving the goal. SWOT analysis groups key information into two main categories: internal factors (strengths and weaknesses) and external factors (opportunities and threats). Various alternative empowerment strategies will be formulated by identifying internal and external factors. Furthermore, to decide on a system based on the attractiveness of the alternative. An alternative approach is to use QSPM analysis tools. QSPM calculations are based on the input from the weight of the internal and external matrix and the alternative strategies at the matching stage.

RESEARCH METHODS

The research location was chosen deliberately to be the largest capture fisheries centre, namely Pasar Bengkulu, Sumberjaya, and Kampung Melayu in Bengkulu City. Respondents are 180 fishermen household women. The strategy for empowering fishermen household women is formulated with a SWOT and QSPM analysis to determine priority strategies. SWOT is a structured planning method to evaluate actors' strengths, weaknesses, opportunities, and threats in a business venture (Rangkuti, 2008; Masozeraa et al., 2006). This method is applied to design an empowerment strategy for fishermen household women, as presented in Table 1.

Table 1. SWOT Analysis

Driving Strength	External Factor		Restraining Strength
	Opportunities	Threats	
	Strengths	Weaknesses	
	Internal Factor		

Alternative strategies to empower women in fishermen households are compiled by identifying internal and external factors. The chosen strategy is based on the attractiveness of alternatives determined by QSPM analysis. According to Maratade (2016), QSPM calculations come from an IFE (Internal Factor Evaluation) matrix and an EFE matrix (External Factor Evaluation). The numbers in this matrix indicate the weighted value of the weights and ratings assigned to each identified internal and external factor. Weight values ranged from 1.0 (very important) to 0.0 (not important). The value of each rating is on a scale ranging from 4 (outstanding) to 1 (poor).

RESULT AND DISCUSSION

External and Internal Factors Designing Strategies for Fisherman Household Women Empowerment

The internal environment in the form of strengths and weaknesses comes from within the fishermen household. The details are presented (Table 2 and Table 4) with internal factors that directly affect the empowerment of fishermen household women, including skills, leisure time, ability to increase household income, education and motivation, family support, access to work, and social and economic roles. The identification must consider the interrelationship and interconnection between one another because the influence of internal factors on the empowerment of fishermen household women is experiencing dynamism, both in terms of the impact and the direction of change.

Table 2. Identification of Internal (IFE) and External (EFE) Factors

	No	Details	Weight	Rating	Score
STRENGTHS	1	The ability of women to increase income	0,15	4	0,59
	2	High ownership of women's leisure time	0,15	4	0,59
	3	Skills and tenacity of women at work	0,15	4	0,59
	4	Women play a big role in household decisions	0,11	3	0,33
	5	Great family support	0,15	4	0,59
	6	High personal motivation to work	0,15	4	0,59
	7	Education and skills possessed	0,15	4	0,59
	Total		1,00		3,89
WEAKNESSES	1	Access to development programs for women is limited	0,17	3	0,52
	2	The social role of women as housewives	0,13	1	0,13
	3	Women are often seen as weak creatures	0,13	1	0,13
	4	The economic role of women as a side activity	0,13	3	0,39
	5	The low level of skills and education of women	0,13	3	0,39
	6	Women are not effective and efficient at work (on leave)	0,13	1	0,13
	7	Women's access to certain jobs	0,17	2	0,35
	Total		1,00		2,04
Strengths – Weaknesses Factor					1,85

OPPORTUNITIES	1	There is access for women to government programs	0,14	4	0,55
	2	Family support for women participating in productive endeavors	0,18	2	0,36
	3	Government support for women's empowerment	0,14	4	0,55
	4	The potential for employment for women is still open	0,14	3	0,41
	5	There are jobs with flexible times and places to work	0,14	2	0,27
	6	Non-agricultural support for women's empowerment is getting higher	0,14	4	0,55
	7	. The support of the social and cultural environment for working women is getting higher	0,14	4	0,55
	Total		1,00		3,23
THREATS	1	Gender-biased development program access competition	0,14	3	0,43
	2	The work environment is not friendly for female workers	0,14	1	0,14
	3	Rules restrict women workers	0,14	1	0,14
	4	Society's stereotypes of women workers	0,14	2	0,29
	5	Immoral acts against women in the workplace	0,14	2	0,29
	6	Technological advances have narrowed the employment opportunities for women in certain sectors of the economy	0,14	3	0,43
	7	Competition with foreign female workers.	0,14	3	0,43
	Total		1,00		2,14
Opportunities – Threats Factor					1,08

The IFE and EFE matrix compilation (Table 2) show that the strength factor of fishermen household women in Bengkulu City is in the low category with a value of 1.85. The seven strength factors possessed by fishermen households can overcome the weakness factors. Strength factors include women's ability to generate income skills, resilience, and high work motivation. Women's motivation and tenacity in fisherman households are the leading forces in empowering women (Rahim, 2016). This strength can overcome social and economic weaknesses in accessing specific development programs and employment opportunities. This means that internally the, minimal gender influence on activities in the household and social activities (Azizi, 2012), except for decision-making in productive activities to determine the

type and size of investment (Romdhon, 2017). However, the role of women in fishermen households is dominant in the processing and marketing businesses of fishermen products (Nurlaili, 2017).

The external environment is in the form of opportunities and threats from outside the fishermen household. External factors also directly influence the empowerment of fishermen household women, among others, in the form of access to government programs, government support, support for the social and economic environment, gender-biased workplace competition and technological advances. These external factors are also very dynamic in influencing the empowerment of fishermen household women. The results of this study also indicate changes caused by external factors originating outside the household, some of

which cannot be controlled by individual fishermen families, including government policies, rules/norms in society and the global environment.

The EFE matrix also provides information that the external factor value is 1.08. This means that fishermen households can still overcome the threats even though this value is categorised as low. This condition needs to be addressed so that current opportunities can be achieved and hazards can be avoided. Internal and external factors have been identified, internal and external matrices are arranged, and a SWOT matrix is created. This matrix describes alternative strategies that can be used by an institution such as households to maximise strengths and opportunities and minimise

weaknesses and threats. SWOT analysis is used to formulate the right strategy to empower fishermen families in Bengkulu City.

The Empowerment Strategies of Fishermen Household Women

The alternatives of strategy obtained are presented in the appendix Table 2. Based on the strategy formulation using the SWOT and QSPM matrices, the strategy for empowering fishermen household women in Bengkulu City is a strategy to use strength to overcome threats. The eight methods produced based on these criteria are presented in full in Table 2. The best approach has the highest Attractiveness Scores (AS) and values Total Attractiveness Scores (TAS).

Table 3. Determination of the Main Strategy for the Empowerment of Household Fishermen and Women

No	STRENGTH	Weight	ALTERNATIVE STRATEGY							
			ST_1	ST_2	ST_3	ST_4	ST_5	ST_6	ST_7	ST_8
			TAS	TAS	TAS	TAS	TAS	TAS	TAS	TAS
1	The ability of women to increase income	0,15	0,45	0,45	0,45	0,45	0,45	0,45	0,45	0,45
2	High ownership of women's leisure time	0,15	0,45	0,45	0,45	0,45	0,45	0,45	0,45	0,3
3	Skills and tenacity of women at work	0,15	0,45	0,45	0,45	0,45	0,45	0,45	0,45	0,3
4	Women play a big role in household decisions	0,11	0,33	0,33	0,33	0,33	0,33	0,22	0,33	0,33
5	Great family support	0,15	0,45	0,3	0,45	0,45	0,3	0,45	0,3	0,3
6	High personal motivation to work	0,15	0,45	0,45	0,45	0,3	0,3	0,3	0,3	0,3
7	Education and skills possessed	0,15	0,45	0,3	0,3	0,3	0,3	0,15	0,3	0,3
	WEAKNESS									
1	Access to development programs for women is limited	0,17	0,34	0,51	0,34	0,34	0,51	0,34	0,51	0,34

2	The social role of women as housewives	0,13	0,26	0,39	0,39	0,39	0,39	0,26	0,39	0,26
3	Women are often seen as weak creatures	0,13	0,26	0,26	0,39	0,39	0,39	0,39	0,39	0,26
4	The economic role of women as a side activity	0,13	0,26	0,26	0,26	0,26	0,26	0,39	0,26	0,26
5	The low level of skills and education of women	0,13	0,26	0,26	0,13	0,26	0,26	0,39	0,13	0,26
6	Women are not effective and efficient at work (on leave)	0,13	0,26	0,26	0,13	0,26	0,26	0,26	0,13	0,26
7	Women's access to certain jobs	0,17	0,34	0,17	0,34	0,17	0,34	0,51	0,34	0,34
	OPPORTUNITY									
1	There is access for women to government programs	0,14	0,42	0,42	0,42	0,42	0,42	0,42	0,28	0,28
2	Family support for women participating in productive endeavors	0,18	0,54	0,54	0,54	0,54	0,54	0,36	0,54	0,36
3	Government support for women's empowerment	0,14	0,42	0,42	0,42	0,42	0,28	0,28	0,28	0,28
4	The potential for employment for women is still open	0,14	0,42	0,42	0,28	0,28	0,28	0,28	0,28	0,28
5	There are jobs with flexible times and places to work	0,14	0,42	0,42	0,28	0,28	0,28	0,28	0,28	0,28
6	Non-agricultural support for women's empowerment is getting higher	0,14	0,42	0,42	0,28	0,28	0,28	0,28	0,28	0,28
7	The support of the social and cultural environment for working women is getting higher	0,14	0,28	0,28	0,28	0,28	0,28	0,28	0,28	0,28
	THREAT									
1	Gender-biased development	0,14	0,42	0,42	0,28	0,28	0,28	0,42	0,42	0,28

	program access competition									
2	The work environment is not friendly for female workers	0,14	0,42	0,42	0,28	0,28	0,14	0,28	0,42	0,28
3	Rules restrict women workers	0,14	0,42	0,42	0,42	0,28	0,14	0,28	0,42	0,28
4	Society's stereotypes of women workers	0,14	0,42	0,28	0,28	0,28	0,28	0,28	0,28	0,28
5	Immoral acts against women in the workplace	0,14	0,42	0,42	0,42	0,42	0,42	0,28	0,28	0,28
6	Technological advances have narrowed the employment opportunities for women in certain sectors of the economy	0,14	0,42	0,42	0,42	0,42	0,42	0,28	0,14	0,28
7	Competition with foreign female workers.	0,14	0,42	0,28	0,28	0,28	0,28	0,14	0,14	0,14
TOTAL ATTRACTIVENESS SCORE (TAS)			10,87	10,42	9,74	9,54	9,31	9,15	9,05	8,12

Source: Processed Primary Data

Based on Table 3, the highest Total Attractiveness Scores (TAS) values. The women empowerment strategy: 1) Improving the modern skills and work capability (10.87), 2) Improving insight and knowledge (10.42) and 3) Maintaining a good relationship in the work environment (9.74)

The strategy is the top priority for implementation. The process "To train more modern skills and work abilities continuously" in practice, the strengths of fishermen's household women are in the form of skill and tenacity in work, the role of women in high decision making, as well as education and skills, will be able to overcome the threat of technological advances in the economic sector and competition for female workers from abroad. Erni (2015) identifies that human resources skills are one of the main factors

affecting the success of the program empowerment of women in South Bengkulu Regency, in addition to formal education factors, health and socio-cultural status in eradicating poverty. According to Samuel et al. (2012), women empowerment is achieved through economic, social, and political development. Empowering women economically and financially, according to (Majoor, 2009), becomes the basis for another empowerment. Suswanto (2013) shows the strengthening of the success empowerment model with institutional and managerial training. Aflandari (2018), Ardhanari (2018), and Parmar (2018) indicate that this strategy is one of them a model that can strengthen and empower fisherman household women. Watoo et al. (2015) stated that the involvement of women in economic institutions is one of

their strategies to increase skills and modern employability.

Skills and employability training uses scientific methods and the latest technological innovations according to the times. This strategy is also expected to encourage fisherman household women to innovate in their business. Currently, in this case, fishermen household women work with skills and abilities that are still traditional. Therefore, during this time, it is necessary to apply a strategy focusing on the internal fishermen household to face the various threats. Meltcalfe (2008) indicates that cultural and institutional factors significantly impact women's role in leadership and politics. One of the determining factors in the success of this empowerment strategy, according to Rahim (2016) with the development of strengthening coastal community institutions. Women as members of society need to be actively involved in an economic organisation to add insight and good knowledge and skills directly through training and other members. This all at once creates a network of cooperation between members.

The second priority strategy that can be implemented based on QSPM calculations which is "Strategy to increase insight and knowledge". This strategy is aligned with the first strategy, which shows that the success of empowering fishermen household women in the City of Bengkulu is determined by improving the fishermen household's internal factors. The threat is there, significantly affecting the current condition of fishermen homes. Insights and knowledge of fishermen household women need to be improved. In the productive economic activities of the family, women and anglers must be more active in seeking information on current economic conditions and the latest technology or innovation related to their business. Insights and knowledge the women have increased along with their education level. This is to be one factor affecting the success of women's empowerment programs in the district of South Bengkulu

(Erni, 2015). Mocan and Cannonier (2012) increased knowledge can change their perceptions of intolerant attitudes and acts of violence that arise.

Yusuf (2016) argues that the empowerment of small fisherman homemakers can take strategies to develop an awareness of the fishermen housewife's community to participate in work to support the socio-economic needs of the household. This awareness begins with increasing their insight and knowledge. Efforts to improve can be made through formal education and non-formal education. Haque et al. (2011) stated that education is a determining factor for empowerment and autonomy for women. Education can increase a woman's ability to survive jobs in the formal sector (Noreen and Khalid, 2012). Participation in higher education broadens the horizons, and knowledge of women will significantly impact changing discriminatory treatment in a better direction (Malik and Courtney, 2011). Dunn (2014) shows that the insights and knowledge of women are critical in determining success in career development for women in several organisations. Women's creativity and competence can be enhanced by implementing training or brainstorming discussions in routine meetings effectively and efficiently (Kukup, J and Raudeliuniene, 2014). Abukhait et al. (2019) share that knowledge has a substantial and significant impact on the innovative behaviour of workers of gender is different. Sharing knowledge also affects achieving organisational success by promoting creative work behaviour (Phung et al., 2019).

The third priority strategy is "Maintaining good relationships in the work environment". The work environment plays a vital role in the success of a program in an organisation. Environmental conduciveness and zero work disruption in encouraging the success of the fisherwomen empowerment program. Awan (2015) states that the work environment positively impacts work

productivity in an organisation. A good relationship will make fisherwomen calm in carrying out their work. According to Alsubaie (2017), this strategy succeeded in increasing the participation of women in Saudi Arabia. The components of worker

behaviour in the work environment have a more significant impact than physical components, encouraging job satisfaction and increasing productivity (Massoudi and Hamdi, 2017).

Table 4. Alternatives Empowerment Strategies for Fishermen Household Women

<p style="text-align: center;">Internal Factor</p> <p style="text-align: center;">External Factor</p>	<p>STRENGTHS (S)</p> <ol style="list-style-type: none"> 1. Women's ability to increase income 2. Lots of free time 3. Work skills and resilience 4. The high role of women in decision making 5. Great family support 6. High work motivation 7. Education and skills 	<p>WEAKNESSES (W)</p> <ol style="list-style-type: none"> 1. Limited access to development programs 2. Women Social role as housewives 3. Considered as weak creatures 4. Economic role of women as a side activity 5. Women's skills and education levels are less competitive with men 6. Ineffective and efficient at work 7. Women's access to certain jobs
<p>OPPORTUNITIES (O)</p> <ol style="list-style-type: none"> 1. Access to government programs 2. Family support for productive businesses 3. Government support for empowering women 4. Potential for women's employment is still open 5. Many jobs are available with flexible time and place of work 6. Support from non-agricultural institutions for women's empowerment 7. Support for the social and cultural environment for women working 	<p>Strategy S-O</p> <ol style="list-style-type: none"> 1. Improve skills and work motivation in productive works to access government's programs (S1, S2, S3, S6, S7, O1, O3, O6, O7) 2. Utilize the free time to look for jobs (S2, S5, O4, O5) 	<p>Strategy W-O</p> <ol style="list-style-type: none"> 1. Establish cooperation between working women and institutions / government (W1, W7, O1, O3, O6) 2. Facilitating the training of women in productive enterprises by the government (W2, W3, W4, W5, W6, O3, O4, O5, O6, O7)
<p>THREATS (T)</p> <ol style="list-style-type: none"> 1. Male and female competition access to development programs 2. Unfriendly work environment 3. Work policies to restrict women workers 	<p>S-T Strategy</p> <ol style="list-style-type: none"> 1. Maintain good relations in the environment work (S3, S6, S7, T2, T4, T5) 2. Continue to train more modern work skills and 	<p>W-T Strategy</p> <ol style="list-style-type: none"> 1. Opening women's access to government programs and employment (W1, W7, T1, T3, T6, T7)

<p>4. Community stereo types against working women</p> <p>5. Immoral acts against women</p> <p>6. Technological advances in the economic sector</p> <p>7. Competition with foreign female workers</p>	<p>abilities (S3, S4, S7, T6, T7)</p> <p>3. Increase insight and knowledge (S2, S3, S6, S7, T1, T6, T7)</p>	
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In accordance to Table 4, SWOT analysis the alternatives Empowerment Strategies for Fishermen Household Women. The most appropriate policy strategy should be directly leads to an increase in the economic activities with various considerations and adapted to existing resources. Honesty and openness among women workers and communication efficient and meaningful in the work environment can increase the success of empowerment of women (Abukhait, 2019). Good interpersonal relationships foster mutual understanding and support in completing the work so that maximum results can be obtained (Ayu and Krisnani, 2018). This supports the creation of a strengthening cohesiveness between individuals' self-confidence to achieve organisational goals more efficiently (Ardani, 2017). This description confirms that good relations in the work environment are the key to the success of the empowerment program for fishermen household women in Bengkulu City. The following strategies are implemented according to the QSPM ranking in Table 2. The rating shows which methods are the top priority to be implemented. Thus, the effort to empower fishermen household women in Bengkulu City will be more structured, and the steps will be more effective.

The strategy to increase capability, skill and women household fishermen knowledge and professionalism is a demand for the future that cannot be avoided anymore. Ardhani et al (2018) documented that to compensate for the challenges of the rapid development of world progress which is so fast and competitive, a paradigm shift is needed in the development of women empowerment.

Empowerment of fishermen women household at Bengkulu City is needed as an effort to increase and actualize their potential so that they are more able to be independent and work, alleviate them from limited education and skills, and oppression due to discriminatory treatment from various parties both in political, economic, socio-cultural and law. In addition, it is also necessary to increase the absorption and adoption of technology as a strategy for empowering women household fishermen at Bengkulu City in all development processes through improved education, training and skills training, appropriate and innovative technology (Moser, 2012; Purnamawati & Utama, 2019)

CONCLUSION

The strategy of empowering household women of fishermen will improve the welfare of society as a whole. This study concludes that the strengths possessed by fishermen households can overcome existing weaknesses. Women's empowerment in fishermen families in Bengkulu City takes a strategy of utilising power to overcome threats. The three main strategies are 1) Improving more modern work skills and abilities, 2) Strategies to improve insight and knowledge and 3) Strategies to maintain good relationships in the work environment. Of the three main strategies, the main priority for empowering women of fishermen households in Bengkulu City is to carry out skills and work abilities training.

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