

A SYNERGITY MODEL FOR WOMEN FISHERMAN ENTREPRENEURSHIP GROWTH THROUGH THE BUSINESS OF VARIOUS PROCESSED SEA FISH PRODUCTS

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Abstract

Coastal areas are areas inhabited by communities with distinctive family characteristics whose days are dominated by women and children. Some men, namely husbands and teenagers, spend much of their time at sea. The involvement of women in making a living for families in coastal areas or fishing villages is inseparable from the gender division of labor system that applies in local communities. The aim of the research is to obtain a synergy model for the growth of fisherman women entrepreneurs. The research method used is descriptive research and treatment research. The unit of analysis is the women of fishermen with a sample size of 20 respondents. The analysis technique used is descriptive and quantitative statistics. The research location is in Palabuhanratu District, Sukabumi Regency. The results showed that the program synergy model between local government, CSR, financial institutions, marketing institutions and community empowerment institutions tends to be more effective and efficient in growing fisherwomen entrepreneurs, In women, fishermen have grown interest and have pioneered businesses independently to produce variants of processed seafood products so that they can use their time well and able to help their families financially. The resulting product marketing is facilitated by PT. Sarana Rezeki Prima through its Outlets both in Sukabumi Regency and outside Sukabumi Regency. Synergy The Fishermen Women Entrepreneurial Development Program is considered quite effective, it is suggested that it can be used as a model for entrepreneurial growth to be applied to other CSR programs with the same or different goals.

Keywords: Growing, Entrepreneurial, women fisherman, processed sea fish

Abstrak

Wilayah pesisir pantai merupakan wilayah yang dihuni oleh masyarakat dengan karakteristik keluarga yang khas dan didominasi oleh penduduk wanita dan anak-anak. Sebagian lelaki yaitu suami maupun remaja, banyak mempergunakan waktunya untuk melaut. Keterlibatan perempuan dalam mencari nafkah untuk keluarga di wilayah pesisir tidak terlepas dari sistem pembagian kerja secara seksual yang berlaku dalam masyarakat setempat. Tujuan Penelitian untuk memperoleh model sinergitas penumbuhan wirausaha perempuan nelayan. Metode penelitian yang digunakan penelitian deskriptif dan penelitian uji coba Lapangan. Unit analisisnya Perempuan nelayan dengan ukuran sample 20 responden. Teknik Analisis yang digunakan yaitu statistik deskriptif dan kuantitatif. Tempat penelitian di Kecamatan Palabuhanratu Kabupaten Sukabumi Tahun 2018. Hasil penelitian menunjukkan bahwa Model sinergitas program antara pemerintah daerah, CSR, Lembaga keuangan, Lembaga pemasaran dan Lembaga pemberdayaan masyarakat kecenderungan lebih efektif dan efisien dalam penumbuhan wirausaha perempuan nelayan. Pada diri perempuan nelayan telah tumbuh minat dan telah merintis usaha secara mandiri dengan produk varian makanan Olahan Ikan Laut. sehingga dapat memanfaatkan waktu secara optimal dan dapat membantu keuangan keluarga. Pemasaran produk yang dihasilkan difasilitasi oleh PT. Sarana Rezeki Prima melalui Outlet-Outletnya baik yang ada di Kabupaten Sukabumi maupun di luar Kabupaten Sukabumi. Sinergitas Program penumbuhan wirausaha

perempuan nelayan dinilai cukup efektif, disarankan dapat dijadikan model penumbuhan wirausaha untuk diterapkan pada program CSR yang lain dengan sasaran yang sama maupun sasaran yang berbeda.

Kata Kunci: *Penumbuhan, Wirausaha, Perempuan Nelayan, Olahan Ikan laut*

A. INTRODUCTION

Coastal areas are areas inhabited by people with unique family characteristics and are dominated by women and children every day. Most of the men, consisting of husbands and teenagers, spend much of their time going to sea. In general, women are left out to sea for between 1-2 weeks, while the rest are ordinary fishermen (go out at night) and some sail for up to a month or more (on big ships), so that it can be said that most of the responsibility for daily survival is in the family. is in the hands of women as mothers and fathers.

Livelihood as a fluctuating fisherman is increasingly uncertain along with the unpredictable catch season for marine products. Fishermen's families who are completely dependent on the sea must feel the impact of the above problems. The famine season makes the economy decline and forced us to go into debt to make ends meet. The involvement of women in earning a living for their families in coastal areas or fishing villages is inseparable from the division of labor by sex that applies in the local community.

Not a few of the fisherwomen only do household chores, so they have a lot of free time because their work as housewives has been completed. The amount of time spent by women who only do domestic work is an opportunity that needs to be utilized through activities that can increase knowledge, skills and can increase family income. The growth of entrepreneurship is the foundation and an important choice for women to live a more prosperous, independent life and help many people overcome the family economy.

The government through ministries and local governments has launched various programs to empower fisherwomen through growing entrepreneurship. Based on several studies that have been conducted, these programs have not shown significant success in improving the family economy, because most of these programs are only momentary, they have not touched on the root of the problem. Some of the findings from the study and literature study that have been carried out found several problems as follows:

1. Recruitment of prospective program participants has not been carried out selectively and there is no relatively accurate measurement tool for recruiting. Recruitment of participants is usually carried out by regional officials, namely village heads, sub-district heads, or district/city officials, without being equipped with recruitment tools/materials, so recruitment is carried out subjectively.
2. Efforts to grow entrepreneurship tend to be focused on men, while for women it is still relatively lacking.
3. Women are still rarely involved in entrepreneurship development programs
4. In the learning process for entrepreneurial growth, it has not been implemented properly, the tendency to be carried out only for a moment is unsustainable, the perception that arises is that people do not do business because there is no capital.
5. Curriculum and learning materials tend to be focused on technical and management skills while the entrepreneurial aspect has not been given much.

In connection with the growth of entrepreneurship for fisherwomen regarding the problem of competence (ability) in general, it is still relatively low, this is indicated by their low level of knowledge, education, and skills, which results in low access to technology, sources of capital, access to markets and others. These conditions result in low levels of productivity which in turn result in low levels of income, low levels of income will result in low people's purchasing power. The low purchasing power has implications for the low level of welfare of fishermen's families.

Based on the conditions mentioned above, it is necessary to have strategic and fundamental efforts and steps to help increase the competence and commitment of fisherwomen in doing business, so that the problems faced by fishing families can be resolved immediately. However, increasing the competence and commitment as well as the habits of fishing families with their various characteristics is not easy, it is necessary to have the right approaches, techniques, and methods. The basic pattern of growing fisherman women entrepreneurs is increasing individual motivation and raising awareness of collective energy and changing their mindset to change their fate in a better direction, both individually and as a group.

Entrepreneurial growth is an effort to increase the abilities and potential possessed by fisherwomen so that they can actualize their identity, dignity, and dignity to the fullest to survive and develop themselves independently. This is intended so that fisherwomen can escape the trap of poverty and underdevelopment. The growth of entrepreneurship means that it involves efforts to increase income and the level of welfare that is based on their economic strength so that people can meet their needs independently.

The system of sexual division of labor in coastal communities has clearly distinguished between work to be handled by women and men. This is the gender system of coastal communities. The construction of the gender system is formed due to the consequences of the nature of work as fishermen and the ecological conditions of the coast, where most of the people depend on marine life. The nature or characteristics of work and ecological conditions are the main distinguishing elements of the non-fishing community gender system.

Based on the facts above, all parties, especially the government, need to make serious efforts to deal with the problem of fisherwomen by developing the potential and entrepreneurial character of women with an effective and efficient learning model. Making this effort is not easy, it takes time and tenacity, and sufficient skill. However, if the problem of fisherwomen is left unchecked, it is feared that it will have an impact on social vulnerability, increase the number of poverty and hamper other development processes. Therefore, an in-depth study is needed as a basis for policy-making in growing fisherman women's entrepreneurship. Some of the problems that can be identified and formulated in this study are:

1. What is the process of recruiting and selecting potential participants in the fisherman women entrepreneur development program?
2. How is the model of the learning process in the growth of fisherman women entrepreneurs
3. What is the Synergy Model for the Entrepreneurial Growth Program for Fishermen Women
4. What is the level of understanding of women fishermen before and after participating in the Entrepreneurial Development Program
5. What is the impact of the entrepreneurial growth program on the socio-economic women of fishermen?

B. LITERATURE REVIEW

Women at present and in the future are no longer only acting as housewives and dependent on their husbands, but also have an active role in various fields of life, both social, economic and political. Entrepreneurship is not only owned by men, but women are also starting to be moved to create a business that can be the foundation of their life. Women are one of the important components that are expected to fill development This is inseparable from the total population of Indonesia, where almost 50% of the 275.77 million people are women (BPS, 2022).

The research results of Moore and Buttner (2011), Helgesen (1990, 1995), and OCED (1998) show that the global market welcomes the various characteristics brought by women entrepreneurs to international trade. These characteristics include women's ability to build and maintain long-term relationships and networks. The results of research by Bosma (2011), the

trend of the emergence of women entrepreneurs due to economic pressure so that someone is forced to create their own jobs.

The unique and distinctive character of a woman makes many women choose careers and run businesses independently. The development of businesses managed by women is able to expand new fields and job opportunities and support the country's economy. According to Ribhan (2007) that men compared to women tend to be more prominent in the association (people oriented). Women executives have more intense interpersonal relationships with partners or employees than men. Women are more lenient in dealing with personal problems of work partners or employees, are more forgiving and flexible about problems in the office compared to men.

The research results of Septianingsih, 2011, show that there are differences in entrepreneurship abilities between male and female entrepreneurs. Male entrepreneurs are more independent and more future-oriented than women, while female entrepreneurs have more risk-taking skills and are more tolerant. Meanwhile, the research results of Sherlywati, Handayani, and Harianti (2017) show that there are differences in entrepreneurship abilities in male and female entrepreneurs that female entrepreneurs are more willing to take risks and like challenges in their business compared to male entrepreneurs.

The results of Rizal, Setianingsih and Chandra's research (2016) prove that the variables of independence, capital, emotional, and education simultaneously have a positive and significant effect on the factors that influence women entrepreneurship. Miftakhuljanah, Budi Priatna, and Suharno (2016) the results of their research concluded that high discipline is an indicator that most strengthens the psychological character of women entrepreneurs, this can be seen from the consistency of women in carrying out business regulations.

Basrowi (2011) and Hasbullah, Sulaeman (2012) explain the psychological characteristics of women entrepreneurs who are important, are hard workers, independent, visionary, responsible, and think positively. The research results of Suryana and Bayu (2016) show that as many as 43.75 percent of women have a moderate entrepreneurial spirit, 32.81 percent of women have a strong entrepreneurial spirit, 14.06 percent of women have a weak entrepreneurial spirit. In fact, there are 9.38 percent of women who have a very strong entrepreneurial spirit. The characteristics possessed by women are the basic capital and the potential to develop women's entrepreneurship.

C. METHODS

The approach method used is 1). Field approach, carried out to obtain primary data and information through observation, trials, and direct interviews with respondents, 2). The institutional approach is taken to obtain secondary data and information, 3). The library approach is carried out through a literature review which contains provisions both regulatory and statutory in nature, policies, results of research studies, and other thoughts/concepts related to this research. This type of research is descriptive research (descriptive research). and Applied Research. The unit of analysis in this study was 20 fisherwomen. The type of data collected for analysis consists of primary data and secondary data. Primary data sources were obtained from direct interviews, observations, and field trials. The analysis technique used is descriptive and quantitative statistical analysis with time series data. The research location was in the Palabuhanratu sub-district, Sukabumi Regency which was carried out in 2017.

D. RESULTS AND DISCUSSION

Recruitment and selection are the first steps to selecting prospective program participants who are the unit of analysis in this study. The purpose of this selection is to assess the potential and assess the direction of the business interests of fisherwomen. The selection

stages carried out consisted of administrative selection, written selection, and interview selection.

Administrative selection is carried out on the documents required to participate in the entrepreneurial development program. The administrative requirements that must be met to take part in the entrepreneurial growth program are interested in entrepreneurship, maximum member 45 years, female sex, domicile in Ring 1 Region of PLTU Palabuhanratu, namely Jayanti village and Palabuhanratu sub-district, Pelabuhanratu sub-district, Sukabumi regency, and a photocopy of KTP or Card. Family. The results of the administrative selection are verified and clarified whether they are complete and meet the requirements to join the program. The results of the verification of 40 fisherwomen who did not meet the requirements were 2 people and 38 people met the requirements to take part in the next selection, namely the written selection.

The written selection was carried out to determine the potential of fisherwomen to carry out entrepreneurial activities, the material for written selection questions was entrepreneurial potential, communication skills, managerial abilities, marketing abilities, and financial management abilities. The criteria and weights of written selection scores using the Analytical Hierarchy Process (AHP) are presented in Table I.

Table I. Criteria and weight of written selection Assessment

No	Criterion	Value weight
1	Entrepreneurial Potential	28%
2	Communication skills	14%
3	Managerial capabilities	12%
4	Marketing capabilities	27%
5	Financial management capabilities	19%
	Total	100%

Source: Research Results (2023)

After making a written selection, prospective participants in the entrepreneurial growth program are required to take part in an interview selection. The material from the interviews is interest in becoming an entrepreneur, motivation to become an entrepreneur, independent business experience, business startups, skills possessed, and types of businesses of interest. The criteria and weights for interview selection using the Analytical Hierarchy Process (AHP) are presented in Table II.

Table II. Criteria and Weight of Assessment of Interview Selection

No	Assessment Criteria	Value weight
1	Entrepreneurial Interest	21%
2	Entrepreneurial Motivation	24%
3	Independent business experience	15%
4	Business startup	14%
5	Skills possessed	17%
6	Preferred type of business	9%
	Total	100%

After conducting the interviews, a combination of the scores between the written scores and the scores from the interviews was carried out with a written selection composition of 40 percent and 60 percent interview selection. The results of the selection assessment were carried

out from ranks 1 to 38, and ranks 1-20 were declared to have passed to take part in the entrepreneurial growth program. Based on the selection results, 20 female fishermen, 10 people from Jayanti Village, and 10 people from the Palabuhanratu sub-district were selected as respondents as well as participants in the entrepreneurial growth program. The learning process carried out for the growth of entrepreneurship for fisherwomen is carried out for 6 months from June to December 2017 with the following learning steps.

Basic Entrepreneurship Development training is carried out to change the mindset and character of fisherwomen participants who were originally oriented to working for other people, with an orientation of creating their own business independently, providing the basics of entrepreneurship, providing a basic understanding of business management and providing basic knowledge and skills regarding marine fish processing production techniques. The material presented in the basic training activities is 50 Hours of Lessons (JPL) which includes basic material on entrepreneurial character and mindset, Business Management material, Production techniques material, and government policy material. Group formation is based on domicile and business interest. Four fishermen women's business groups were formed namely the Putri Fishermen Power Group with the fish cracker business, the Bahari Power Group with the shredded fish business, the Bahtera Power Group with the fish amplang business, and the Intan Sejahtera Power Group with the marlin fish dumplings business.

To deepen and apply the knowledge and skills acquired in basic training, participants are required to take part in business internships. Internships are carried out at companies that are considered successful. The internship is carried out jointly between the assistant and the company/institution concerned. The business internship activity aims to motivate and increase the participants' skills in real terms in successful companies where participants learn while working which is carried out for 5 days.

Assistance with production tools and machines aims to provide fishermen women's groups with tools and machines to practice the results of basic training and business apprenticeships so they can produce according to Standard Operating Procedures (SOP). The provision of tools and production machines for each group is adjusted to the needs and products to be produced.

Production material assistance aims to enable fishermen women's business groups to carry out production practices and the results can be sold for further production. The production materials submitted are adjusted to the products made by each group. Aims to complete group administration and to carry out business records both production, marketing, and financial records.

After the business group has received assistance with business facilities (equipment and machinery) as well as assistance with raw materials and other supporting materials, then the program participants per group implement the business. Initial assistance aims to assist fisherwomen in the use of production tools/machinery, production processes, and business management as well as product marketing so that they can be implemented following the standards that have been studied, and if there are problems an alternative solution can be immediately sought. The products made by each group are fish floss, fish crackers, fish amplang, and fish dumplings.

This activity aims to strengthen and deepen the material and solve problems encountered in the implementation or implementation of business both in the field of production and business management. This Advanced Training is more directed at training for workshops where the participants present various problems found and then through sharing opinions efforts are made to solve the problem. The material presented in the Advanced training activities is 30 Lesson Hours (JPL) for 3 days.

After participants receive assistance with business facilities and advanced training, participants are expected to be able to implement a more commercial business so that they have

started marketing and producing according to market demand. Follow-up assistance activities in business implementation include the following assistance activities:

1. Assistance in the production process which includes the production of shredded fish, the production of fish crackers, the production of fish amplang, and the production of fish dumplings
2. Assistance in Product Packaging and Labeling Activities
3. Assistance and Facilitation of Business Licensing Arrangements which include Business Certificates, Home Industry Food Permits (PIRT), and Micro and Small Business Permits (IUMK)
4. Product Marketing Assistance includes Product Marketing Assistance directly to consumers, participating in exhibitions and bazaars, and marketing assistance to PT. Prima Rezeki Means.
5. Preparation and improvement of group business administration including assistance in filling out general administration, membership, production, business finance, and assistance in filling out marketing administration.

Every 2 business groups are accompanied by 1 companion. Assistance is carried out to ensure that the business implementation process can be carried out under the SOP that has been determined and has been studied at the previous activity stages.

Product packaging plays an important role in protecting the product and attracting consumers. Therefore product packaging is made to attract consumers in the market. To help fisherwomen, product packaging assistance was provided to each business group, and each product had as many as 1,500 packages that had been equipped with PIRT.

Products produced by the Fishermen Women Business Group are marketed to PT. Sarana Rezeki Prima (SRP) through Outlets spread in Sukabumi Regency and outside Sukabumi Regency. However, to expand the market, several activities have been carried out for product marketing and promotion, namely participating in the Bazaar/Exhibition at the Sukabumi Fair for 7 days at Palabuhan Ratu Sports Hall, attending the Bazaar at Balai BBP2HP for 2 days, and participating in the Product Exhibition in Bandung City for 2 days. Besides that, it has also been marketed around Palabuhanratu, both directly to consumers and marketed to stalls/shops around Palabuhanratu.

Various policies and programs have been launched by the government through ministries, provincial, district/city governments, and through BUMN/BUMD. Various entrepreneurship programs that have been launched have not been able to run properly and tend to overlap so targets and goals cannot be achieved. The obstacle faced in realizing entrepreneurial growth programs is the weak coordination and synergy between stakeholders. Synergy in the entrepreneurial development program is needed to strictly and concretely regulate the functions and duties of each stakeholder, so that implementation in the field does not overlap to accelerate the process of entrepreneurial growth. The synergistic development of entrepreneurship for fisherwomen is expected to accelerate the process of growing fisherwomen entrepreneurship. To implement the synergy program for growing fishermen and women entrepreneurs, collaboration has been carried out between the Government of Sukabumi Regency, PT. Inonesia Power PLTU Region Jabar2 Palabuhanratu, Bank Rakyat Indonesia, PT. Sarana Rezeki Prima and the Association of Indonesian Entrepreneur Guides. The Process of Growing Fisherwomen Entrepreneurial Entrepreneurs in the Ring-1 Region of PLTU Pelabuhanratu, namely Jayanti Village and Pelabuhanratu Village, Pelabuhanratu District, Sukabumi Regency, is presented in Figure 1.

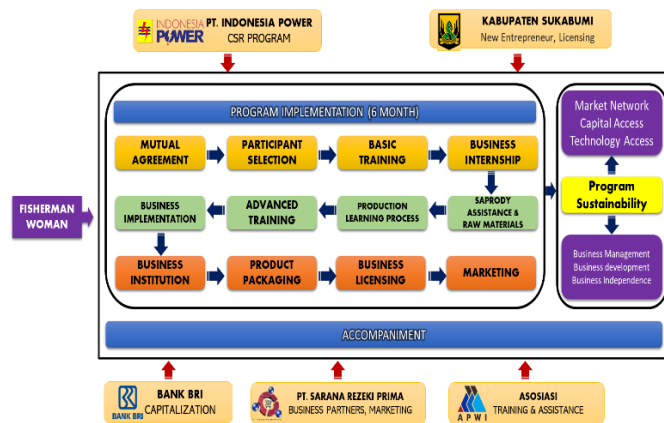
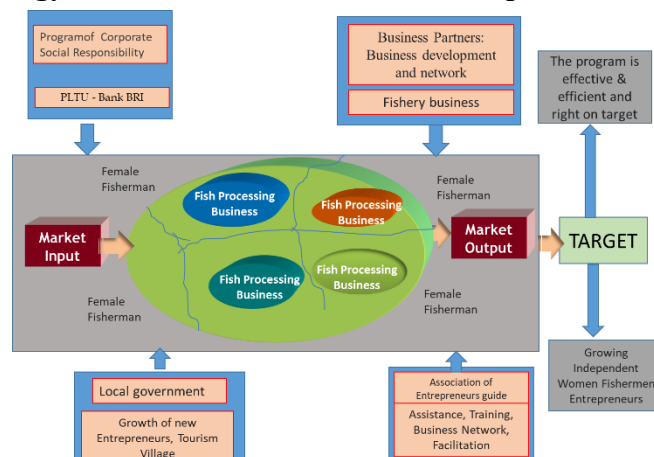


Figure 1. The Process of Growing Female Fishermen Entrepreneurs
 Source: Research Results (2023)

The parties related to the implementation of the synergy program for the growth of women entrepreneurs carry out their duties and responsibilities according to their respective functions and duties which support each other, need each other, and complement each other. The Sukabumi District Government has the duty and responsibility of conducting program socialization and publication, determining locations, determining women fishermen for selection, facilitating the establishment and obtaining institutional business permits, facilitating product legalization, and fostering the sustainability of fisherwomen entrepreneurship development programs. PT Indonesia Power Unit Generation Service PLTU West Java 2 Pelabuhanratu has the duty and responsibility of preparing financing through the CSR program for the implementation of entrepreneurship development programs. Bank Rakyat Indonesia Cibadak Sukabumi Branch Office has the duty and responsibility to provide training on business capital and provision of business capital through People’s Business Credit (KUR).

PT. Sarana sustenance Prima has the duty and responsibility of assisting in the marketing of products produced by fisherwomen and developing business techniques. Meanwhile, the Indonesian Entrepreneurial Guidance Association (APWI) has the duty and responsibility of becoming the Program coordinator and facilitator, selecting, providing and providing business activity assistance, facilitating training, creating training modules and curricula, facilitating business apprenticeships, business mentoring, and assistance in business implementation. The synergy model for the growth of fishermen and women entrepreneurs in the PLTU Pelabuhanratu Ring-1 Region, namely Jayanti Village and Pelabuhanratu Village, Pelabuhanratu District, Sukabumi Regency, is presented in Figure 2.

Figure 2. The Synergy of the Women Fishermen Entrepreneurial Growth Program.



Source: Research Results (2023)

The results of the analysis of the level of understanding of fisherwomen regarding the material presented while participating in the entrepreneurship development program show that fisherwomen experienced a significant change in their level of understanding. The analysis was carried out before and after the fisherwomen joined the program. The level of understanding of the material before and after joining the program is presented in Table III.

Table III. Level of Understanding of Women Fishermen on Material Before and After Participating in the Entrepreneurial Development Program.

No	Subject Matter	Comprehension Rate (%)							
		Before Joining the Program				After Following the Program			
		Vu	U	Lu	Nu	Vu	U	Lu	Nu
1	Characteristics that an Entrepreneur must have	20	25	0	55	95	5	0	0
2	The Art and Science of Entrepreneurship	5	30	15	50	0	80	20	0
3	Business Starting Techniques	10	10	50	30	5	90	5	0
4	How to Motivate yourself and motivate others	0	50	15	35	0	90	10	0
5	Group Business Model	5	20	50	25	10	85	5	0
6	How to establish business institutions	0	10	40	50	5	90	5	0
7	How to obtain a Business Permit (IUMK)	0	10	60	30	5	85	10	0
8	Fish Processing Business Potential and Opportunities	5	40	15	40	10	85	5	0
9	Fish Cracker Processing Technique	0	20	45	35	0	75	25	0
10	Fish Amplang processing technique	0	10	35	55	25	60	15	0
11	Fish Pilus Processing Technique	0	10	60	30	0	65	35	0

No	Subject Matter	Comprehension Rate (%)							
		Before Joining the Program				After Following the Program			
		Vu	U	Lu	Nu	Vu	U	Lu	Nu
12	Shredded Fish Processing Technique	0	0	50	50	0	80	20	0
13	Product Marketing Techniques	0	15	60	25	5	90	5	0
14	How to make Product Packaging and Labeling	0	0	50	50	10	80	10	0
15	Business Planning Preparation Techniques	0	5	60	35	10	55	35	0
16	Product Quality Standardization	10	25	50	15	25	75	0	0
17	Business Financial Management	5	5	65	25	5	75	20	0
18	Procedure for submitting credit	5	5	60	30	5	60	35	0
19	Quality Improvement of Processed Marine Fish Products.	5	20	55	20	5	95	0	0
20	Food Safety	10	15	35	40	15	85	0	0
21	Home Industry Food Product Certification (PIRT)	15	20	20	45	30	70	0	0
22	Development and licensing of Micro and Small Enterprises	0	20	35	45	0	80	20	0

Information: VU = Very Understand, U = Understand, LU= Less Understand and NU = Not Understand

Based on Table III. fisherwomen after participating in programs starting with basic training, business apprenticeship, business facility assistance, advanced training, bookkeeping assistance, packaging assistance to business implementation accompanied by business assistance indicate a change in understanding towards a more understanding and very understanding. This increase in understanding is followed by an increase in skills, both technical skills and business management skills, and a stronger entrepreneurial spirit so that they can run a business independently to meet the needs of their families.

The direct impact that fishermen women receive after participating in the entrepreneurial development program shows that there are socioeconomic changes in fisherwomen. The results of the analysis regarding the impact of the entrepreneurial program on the social and economic growth of fisherwomen are presented in Table IV.

Table IV. The Impact of the Entrepreneurship Development Program on the Socio-Economy of Women Fishermen

No	Conditions Before Joining the Program (Initial Conditions)	Conditions After Joining the Program (Conditions Achieved)
1.	Do not have a job/business	Have a job/business
2.	Low entrepreneurial interest	The growth demands entrepreneurship in fisherwomen
3.	The low ability of female fishermen human resources	The business skills of fisherwomen have increased both in production techniques and business management
4.	The level of mastery of marine fish processing technology is low	Have adequate knowledge and skills in marine fish processing technology
5.	Do not have tools and machines for production	Already have adequate tools and machines for the production of marine fish processing
6.	Don't have product for business yet	Already have products that can be marketed and cultivated, namely Shredded Fish, Fish Amplang, Fish Dumplings, and Fish Crackers.
7.	There is no business institution for fisherwomen	Four fishermen women's business groups have been formed, namely the Bahari Power, Bahtera Power, Putri Nelayan Power, and Intan Sejahtera Power Business groups.
8.	Do not yet have business administration and business group	Already have books for business registration and group administration books.

No	Conditions Before Joining the Program (Initial Conditions)	Conditions After Joining the Program (Conditions Achieved)
	administration books	
9.	Do not have a business license yet	Products that are produced already have PIRT and product packaging that are ready to be marketed
10.	Do not have income from fisherwomen for additional family income	There is additional income for fishing families from the new business being run.
11.	Lack of market access	Open product requests, namely to PT. Sarana Rezeki Prima, Slamet Department Store, and stalls/shops as well as traditional markets around Palabuhanratu.

Table IV. shows that the condition of fisherwomen before joining the program did not have a job/business, low interest in business, low processing technology, did not have business facilities and infrastructure, and did not have additional family income, but after participating in the entrepreneurial growth program experienced changes where knowledge and skills both management and production techniques have been mastered, and have relatively complete business facilities, so that they have been able to open a business independently to increase the income of fishing families.

E. CONCLUSION

The selection process for prospective participants in the entrepreneurial development program is carried out to assess the potential and direction of the business interests of fisherwomen. The selection stages carried out consisted of administrative selection, written selection, and interview selection. The Learning Model to grow fishermen women entrepreneurs is carried out in stages and builds continuously starting from basic training, forming business groups, business apprenticeships, advanced training, assistance with business facilities, business implementation, packaging assistance, making business licenses, and product marketing. All of these learning processes are accompanied in stages and continuously for 6 months.

The synergy model for the entrepreneurial growth program between the Government of Sukabumi Regency, PT. Indonesia Power, Bank Rakyat Indonesia, PT. Sarana Rezeki Prima and the Association of Indonesian Entrepreneurial Guides who support each other and complement each other show that the entrepreneurial development program is more effective and efficient in growing fishermen women entrepreneurs. Fisher women's understanding of the material after participating in the entrepreneurial development program shows a significant increase so that it can be used as the basic capital to develop their business independently. The impact of the entrepreneurial development program on the socio-economic status of fisherwomen shows that fisherwomen already have independent business pilots and group

businesses with Variants of Seafood Processed Food products so that they can make optimal use of their time and can help increase the income of fishermen's families.

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