

The Role of Women Living in the Region Beach Ecotourism in Increasing Family Income in East Likupang District North Minahasa District

Grace O. Tambani*, Christian Ronald Dien, Hanny Welly Mewengkang

Department of Fisheries Agribusiness, Faculty of Fisheries and Marine Sciences, Sam Ratulangi University, Manado. Indonesian

*Corresponding Author

Received: 14 Sep 2022; Received in revised form: 28 Sep 2022; Accepted: 02 Oct 2022; Available online: 21 Oct 2022

©2022 The Author(s). Published by AI Publications. This is an open access article under the CC BY license

<https://creativecommons.org/licenses/by/4.0/>

Abstract— *The East Likupang Subdistrict is one of the tourism destinations in North Sulawesi and even in Indonesia. East Likupang District consists of 18 villages and three of them are villages located on the coastline that have a fairly well-known coastal tourism potential, namely Surabaya Beach in Wineru Village, Pal Beach in Marinsow Village, and Pulisan Beach in Pulisan Village. The existence of these three beach tourism destinations helps the economy of the people who live in this beach tourism area. The role of women is carried out to help the husband in making a living which in the end is expected to increase family income so that family needs are met, based on this, this research wants to be carried out. The purpose of the study was to identify and analyze the form of business and activities of women's roles and analyze the amount of women's contribution to family income in the Coastal Ecotourism Area of East Likupang District. The research was carried out in Wineru Village, Marinsow Village, and Pulisan Village using the Purposive Sampling research method, the criteria for respondents were: already settled and living in the Surawaya beach ecotourism area wineru village, Pal Beach Marinsow Village, and Pulisan Beach Pulisan Village, the number of respondents in each village amounted to 20 people so that in total there were 60 respondents. The analytical tools used are Operating Profit, Net Profit, Profit Rate, Benefit Cost Ratio, Rentability, and Break Even Point. The results of the study are various forms of women's businesses living in coastal tourism areas in East Likupang District, namely selling food and soft drinks, renting out toilet services, and renting cottages for visitors where there are two roles of women carried out, namely the domestic role and the public role. The role of women is in the form of a contribution to a family income of 45% of the total family income.*

Keywords—*Ecotourism, East Likupang, Family income, The role of women.*

I. INTRODUCTION

The Unsrat Research Plan for 2021-2025 maritime focus area, especially on empowering and increasing women's participation in the maritime environment, the role of women in helping and supporting the family economy in coastal village settlement areas that have tourism areas in by Unsrat Research Plan Document. The role of women in various fields is needed, including in terms of increasing family income. The nature of a woman is as a housewife who is responsible for taking care of the household, but the involvement of women in economic activities is a common

phenomenon that has been going on for quite a long time. Women's outpouring of work will be able to improve family welfare because they earn additional income from the results of their labor (Widi, 2012).

Women have the potential to contribute to household income, especially in poor households. The results of a study conducted by Mariun (2004), showed that of the 53.44 percent of women who worked, 72.79 percent were permanent workers, meaning that women had certainty in obtaining income. Yuniarti and Haryanto (2005) The income of female clothing workers in the clothing industry

significantly contributes to the increase in family income. Women's contribution can be said to be a safety valve or support for poor households to meet basic daily needs.

White and Hastuti (1980), posit two patterns of women's roles: (1) patterns of things where women only play a role in housework, (2) patterns where women have two roles, namely roles in making a living job and household chores. At the household level, women are not so excluded from males in terms of being responsible in the field of household maintenance. There are even women who play a role and are responsible in the field of reproduction. It turns out that the differences in decision-making roles between men and women vary greatly between villages, between situations, and between individuals in the same strata. At the community level, women play a role in informal activities and men in formal activities.

Sajogyo (1987), states that the role of women and men in work can be measured by the outpouring of time, income generated, and employment. The concept of the value of time is basically through the notion of "the value of work", in which the contribution of men and women members of the household can be compared and can be measured, to find out the position of women in the household economy in rural areas, should be through the "time value of work" analysis approach.

Whereas Kusnadi (2009), gives value against time, household chores that economically do not produce employee benefits can be given a fair value in general, in coastal fishing communities women play a very important role in participating in maintaining the survival of their households. In addition to being responsible for domestic or household affairs, they must also help with their husband's duties or work and are actively involved in making a living to support the fulfillment of household needs.

The existence of women as supporters of the family's economic needs is urgently needed, considering that husbands who work as fishermen cannot be fully expected. Fishermen are those who depend their lives on marine products. Going to catch fish is the same as speculating because the probability between the opinion of the fish catch and not getting the catch is 50%. If fishermen are going to sea, a large enough capital is needed for their needs while at sea, it is likely that fishermen lose money because they do not get the fish caught, which will further add to the family's economic downturn.

Several motives cause women to work according to Dewi (2015), namely:

1. Financial Needs

Family economic circumstances often force women to work to help the family. To meet the daily needs of the husband and wife must work to meet the needs of the family, the conditions that make the wife work.

2. Relational social needs

High relational social needs make women work whereas in women there is a need related to social acceptance, and social identity obtained through the work community.

3. The Need for Self-Actualization

Some of the ways to find the meaning of life are to work, create, create, express, develop yourself, share experiences and knowledge, find something, get along and get rewards.

East Likupang District is one of the tourism destinations in North Sulawesi and even in Indonesia. East Likupang Subdistrict consists of 8 villages. Three are villages located on the coastal sidelines with a fairly well-known coastal tourism potential, namely Surawaya Beach in Wineru Village, Pal Beach in Marinsow Village, and Pulisan Beach in Pulisan Village. The existence of these three beach tourism destinations helps the economy of the people who live in this beach tourism area, which is special about opening business fields for women by opening small businesses. This is done to help the husband in making a living which in the end is expected to increase family income so that family needs are met. Based on this, this study wants to be carried out to analyze how far the role or contribution of women in the beach ecotourism area is to family income so that it can improve family welfare.

II. RESEARCH METHODS

1. Basic Research Methods

The method used in this study is the survey method. A survey is a study conducted by collecting data, investigating, and interpreting data in general as available in the field (Creswell, 2009).

2. Sampling Method

The sampling method used in this study is to use *purposive sampling*, which is a sampling technique based on a certain consideration such as population traits or previously known characteristics (Notoatmodjo, 2010). Some of the respondents' criteria were: already settled and lived in the Surawaya beach ecotourism area wineru village, Pal beach Marinsow village, and Pulisan beach Pulisan village, the number of respondents in each village amounted to 10 people so that in total there were 30 respondents.

3. Data Collection Techniques

The data collection techniques that will be used are observations and interviews using questionnaire tools.

4. Data Analysis

The data obtained will be processed and analyzed descriptively qualitatively and descriptively quantitatively. Qualitative descriptive analysis is used to provide discussions of qualitative data using the author's sentences related to existing theories. The analyzed data is then interpreted as a result of the study.

To find out the contribution of women to family income, you can use the following formula. (Farida, 2011).

$$\text{Contribution Female} = \frac{\text{Income Woman}}{\text{Total Revenue}} \times 100 (\%)$$

III. RESEARCH RESULTS

1. General Circumstances of the Research Site

This research was carried out in three coastal villages located in East Likupang District, North Minahasa Regency, namely Wineru Village, Marinsow Village, and Pulisan Village. These three villages are located coastal tourist sites that are visited by many tourists, namely Surawaya Beach in Wineru Village, Paal Beach in Marinsow Village and Pulisan Beach in Pulisan Village. The existence of this beach tourist location is very helpful for the local community's economy.

2. Respondent Profile

The respondents in this study were women who lived in the tourist area of Surawaya Beach, Wineru Village, Paal Beach, Marinsow Village, and Pulisan Beach, Pulisan Village.

2.1 Age Distribution of Respondents

Table 1. The age distribution of respondents can be seen in the following table.

No.	Age (Years)	Sum	Percentage (%)
1	30-40	7	23
2	41-50	15	50
3	51-60	6	20
4	61-70	2	7
Total		30	100%

Source: Primary Data, 2022.

Table 1. shows that the distribution of the most respondents was in the age range of 41-50 years 15 respondents or 50% of the total respondents. This shows

that the potential age still dominates women who are trying to be in the beach tourism area who still have a lot of extra energy in helping the family economy so that the family's needs are fulfilled.

2.2 Education Level

The education level of the respondents can be seen in the following table.

Table 2. Respondent's Education Level

No.	Education	Sum	Percentage (%)
1	Primery School	15	50
2	Junior High School	10	33
3	Senior High School	5	17
Total		30	100%

Primary: Data Source, 2022.

Table 2. showed that the largest level of education of respondents was primary school graduates 15 respondents or 50% of the total respondents. This shows that the quality of education of respondents is still low, which affects the ability to manage the finances of the business they are working on.

2.3 Business Experience

The respondents' business experience can be seen in the following table.

Table 3. Respondents' Business Experience

No.	Business Experience	Sum	Percentage (%)
1	1-5	12	40
2	6-10	15	50
3	11-15	3	10
Total		30	100%

Source: Primary Data, 2022.

Table 3. shows that the experience of 6-10 years in running business respondents is the largest number, namely 15 respondents or 50%. This illustrates that the respondents are very experienced in trying and that their typing persists today, indicating that there is a contribution of income to family income that will help meet the needs of the family.

3. Women's Activities as Respondents

Women as a wife and as housewives have various roles and functions that must be done as the nature of society. These roles and functions are carried out every day, in turn, to carry out duties and functions as a wife in the

family to help the husband meet the needs of the family, namely domestic roles and public roles.

3.1. Domestic Role

By her nature, women as housewives must be responsible for household affairs. The domestic role of women consists of various kinds of household chores such as washing, cooking, ironing, cleaning the house, taking care of children, and shopping for family needs. Details of the role of domestic women as respondents are seen in the following table.

Table 4. List of Domestic Roles

Activities	Activity Hours	Time allocation
Preparing breakfast	05.00-06.00	1 hour
Taking children to school	6.30-7.30	1 hour
Cleaning the house	08-00-09.00	1 hour
Shopping at the market	09-00-10.00	1 hour
Preparing lunch	10.00-11.30	1.5 hours
Washing/ironing clothes	15.00-17.00	2 hours
Preparing dinner	17.00-18.00	1 hour

Source: Primary Data, 2022

Table 4. shows the role of domestic respondents as a woman as well as as a wife and housewives in a family. This role is carried out every day patiently and diligently by every woman who lives in the beach ecotourism area in East Likupang District. A woman's ability as a wife and housewife to carry out this role is worthy of appreciation because in addition to playing a domestic role they also carry out another role in helping the husband meet the economic needs of the family, namely the public role.

3.2. Public Role

The public role of a woman as a housewife in a family is carried out to help increase family income so that it can meet the needs of the family. The role of public women as respondents who live in beach tourism areas in East Likupang District is to open a small business by selling food and soft drinks, providing toilet services, and renting out cottages for visitors. The allocation of time spent on this public role amounts to 9 hours a day during the holiday season or on weekends. This shows that the public role of a woman is very large in helping to increase the income of the family.

4. Respondent's Revenue

The income of women living in coastal tourism areas in East Likupang District can be seen in the following table.

Table 5. Respondent's Revenue

Respondents	Revenue /Week (IDR)	Revenue/ Month(Rp)	Business Type
1	300000	1200000	Selling food/soft drinks
2	350000	1400000	Selling food/soft drinks
3	650000	2600000	Selling food/soft drinks, toilet service, and cottage rental
4	650000	2600000	Sell food/soft drinks and rent cottages
5	500000	2000000	Cottage Rental
6	350000	1400000	Selling food/soft drinks
7	650000	2600000	Sell food/soft drinks and rent cottages
8	650000	2600000	Sell food/soft drinks and rent cottages
9	300000	1200000	Selling food/soft drinks
10	650000	2600000	Sell food/soft drinks and rent cottages
11	650000	2600000	Sell food/soft drinks and rent cottages
12	650000	2600000	Sell food/soft drinks and rent cottages
13	350000	1400000	Selling food/soft drinks
14	500000	2000000	Cottage Rental
15	500000	2000000	Cottage Rental
16	650000	2600000	Sell food/soft drinks and rent cottages
17	350000	1400000	Selling food/soft drinks
18	650000	2600000	Selling food/soft drinks, MCK services, and cottage rentals
19	500000	2000000	Cottage Rental

Respondents	Revenue /Week (IDR)	Revenue/ Month(Rp)	Business Type
20	500000	2000000	Cottage Rental
21	650000	2600000	Sell food/soft drinks and rent cottages
22	650000	2600000	Sell food/soft drinks and rent cottages
23	650000	2600000	Sell food/soft drinks and rent cottages
24	300000	1200000	Selling food/soft drinks
25	350000	1400000	Selling food/soft drinks
26	500000	2000000	Cottage Rental
27	500000	2000000	Cottage Rental
28	650000	2600000	Sell food/soft drinks and rent cottages
29	500000	2000000	Cottage Rental
30	650000	2600000	Sell food/soft drinks and rent cottages
Average	525000	2100000	

Primary: Data Source, 2022.

Table 5. shows that there are several types of women's businesses living in beach tourism areas, namely selling food and soft drinks, renting out cottages, and renting out MCK services with various incomes. The average income obtained amounted to Rp.2,100,000 per month.

4.1. Family Member's Income

The income of family members also affects the total income of the family. The following table will show the income of family members such as husband and child income.

Table 6. Family Member Income

Respondents	Family Member Income				Amount (Rp)
	Husband	Work	Child	Work	
1	250000	Craftsman			2500000
2	250000	Craftsman			2500000
3	22500	Village	15000	Shopkeeper	3750000

	00	Officials	00		
4	2200000	Fisherman			2200000
5	2000000	Farmer			2000000
6	2000000	Farmer			2000000
7	2500000	Craftsman			2500000
8	2200000	Fisherman	2000000	Fisherman	4200000
9	2200000	Fisherman			2200000
10	2500000	Craftsman			2500000
11	2000000	Farmer			2000000
12	2250000	Village Officials			2250000
13	2000000	Farmer			2000000
14	2500000	Craftsman	2250000	Craftsman	4750000
15	2200000	Fisherman			2200000
16	2250000	Village Officials			2250000
17	2200000	Fisherman			2200000
18	2000000	Farmer	2000000	Farmer	4000000
19	2000000	Farmer			2000000
20	2500000	Craftsman			2500000
21	2000000	Farmer			2000000
22	2500000	Craftsman			2500000
23	2000000	Farmer	2250000	Village Officials	4250000
24	2000000	Farmer			2000000
25	2250000	Village			2250000

	00	Officials			
26	220000	Fisherman			2200000
27	200000	Farmer			2000000
28	220000	Fisherman	150000	Shopkeeper	3700000
29	220000	Fisherman			2200000
30	250000	Craftsman			2500000
Average	222000		191667		2603333

Primary: Data Sources 2022

Table 6. pointed out that 6 respondents had children who were already working to help increase family income, namely working as shopkeepers, village officials, handymen, and as farmers.

4.2. Total Family Income

The total income of the family can be seen in the following table.

Table 7. Total Family Income

Respondents	Wife's Income	Total Income of Husband and Children	Total Revenue	Women/Wives Contribution (%)
1	1200000	2500000	3700000	32%
2	1400000	2500000	3900000	36%
3	2600000	3750000	6350000	41%
4	2600000	2200000	4800000	54%
5	2000000	2000000	4000000	50%
6	1400000	2000000	3400000	41%
7	2600000	2500000	5100000	51%
8	2600000	4200000	6800000	38%
9	1200000	2200000	3400000	35%
10	2600000	2500000	5100000	51%
11	2600000	2000000	4600000	57%
12	2600000	2250000	4850000	54%
13	1400000	2000000	3400000	41%
14	2000000	4750000	6750000	30%
15	2000000	2200000	4200000	48%

Respondents	Wife's Income	Total Income of Husband and Children	Total Revenue	Women/Wives Contribution (%)
16	2600000	2250000	4850000	54%
17	1400000	2200000	3600000	39%
18	2600000	4000000	6600000	39%
19	2000000	2000000	4000000	50%
20	2000000	2500000	4500000	44%
21	2600000	2000000	4600000	57%
22	2600000	2500000	5100000	51%
23	2600000	4250000	6850000	38%
24	1200000	2000000	3200000	38%
25	1400000	2250000	3650000	38%
26	2000000	2200000	4200000	48%
27	2000000	2000000	4000000	50%
28	2600000	3700000	6300000	41%
29	2000000	2200000	4200000	48%
30	2600000	2500000	5100000	51%
Average	2100000	2603333	4703333	45%

Source: Primary Data, 2022. Women's Contribution

5. The Contribution of Women's Income to Family Income

To calculate the contribution of women to family income according to Farida (2011), the following formula is used:

$$\text{Contribution (\%)} = \frac{\text{Income Women}}{\text{Total Revenue}} \times 100\%$$

$$\begin{aligned} \text{Income Women Contribution (\%)} &= \frac{\text{Rp. 2.100.000}}{\text{Rp. 4.703.333}} \times 100\% \\ &= 45\% \end{aligned}$$

Based on the calculations above, it can be seen that women who live in the coastal tourism area in East Likupang District have a contribution of 45% of family income. This value shows how big the role of women in increasing family income in meeting family needs.

IV. CONCLUSION

Based on the results of the research, the following conclusions can be drawn:

1. Various forms of women's businesses are obtained who live in the beach tourism area in East Likupang District, namely selling food and soft drinks, renting out toilet services, and renting out cottages for visitors. There are 2 roles of women that are carried out, namely domestic roles and public roles.
2. The role of women in the form of contribution to family income was obtained by 45% of the total family income.

REFERENCES

- [1] Unsrat Research Plan. 2021. Research Strategic Plan of the Research and Development Institute of Sam Ratulangi University for 2021-2025. Manado.
- [2] Widi. 2012. The Role of Housewives in Improving Family Welfare. Semarang: Department of Education.
- [3] Mariun, N. Badrun. 2004. Women's Contribution to Improving Incomes of Poor Households: A Case Study in 4 Districts/ Cities. *Demographic News* 34 No. 3.
- [4] Yuniarti, et al. 2005. Female Workers in the Clothing Household Industry and Their Contribution to Household Income in Sukun Malang District. *Journal of Research, University of Merdeka Malang* Vol. XVII Number 2 of 2005.
- [5] Raodah. 2013. The Role of Fishermen's Wives in Improving the Family Economy in Lapulu Village, Kendari City, Southeast Sulawesi Province. *Al-Qalam Journal*, Vol. 19, No. 2, P. 2. 305-315
- [6] Lewa. 2014. Contribution of Peasant Women's Labor to Paddy Rice Farming Business in Wuliwali Village, Mauponggo District, Nagekeo Regency. Thesis of the Faculty of Agriculture UNHAS. Makassar.
- [7] Mujira. 2015. Wife's Contribution to Fishermen's Family Income (Case Study of PT. Sultra Tuna Kendari Ocean Fishing Port). Halu Oleo Kendari University.
- [8] Tambani G, et al. 2021. *Woman's Contribution as Intermediary Traders to Family Income in Southeast Buku Village, Belang District, Southeast Minahasa Regency, North Sulawesi Province. International Journal of Engineering, Business and Manangement (IJEEM)*. Vol. 5.
- [9] White, and Hastuti. 1980. Hidden Subordination of The Influence of Men and Women in Household and Community Activities in Two West Java Villages.
- [10] Sajogyo. 1987. Development of the Role of Women, Especially in Rural Areas That Are Changing from Agricultural to Industrial Society in Indonesia 1981-1987. Seminar on the Socioeconomic Function of Indonesian Women.
- [11] Kusnadi. 2009. Fishermen Empowerment and Coastal Economic Dynamics. Published in Collaboration with the Research Center for Coastal Areas and Small Island Research Institute, the University of Jember with Ar-Ruzz Media Publishers. Yogyakarta.
- [12] Goddess, D. A.L., 2015. The Role of Housewives in the Family Economy Case Study in Gunem Village, Rembang Regency.
- [13] Creswell, John W. 2009. *Research Design (Qualitative, Quantitative, and Mixed Approaches)*. Yogyakarta: Student Library.
- [14] Notoatmodjo. 2010. *Purposive Sampling Research Methods*.
- [15] Suswarsono., 2000. *Project Feasibility Study*. Yogyakarta.
- [16] Farida, 2011. Income Contribution of Women Working in the Informal Sector: Results of Analysis and Proxy of Population Census Data. J. Among Makarti.