

Gender Analysis on Efficiency of Pelagic Fish Marketing Chain in Bulawan II Village, Kotabunan District, East Bolaang Mongondow Regency

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Abstract— *The purpose of this study is to identify, and examine gender in the pelagic fish marketing value chain, then analyze gender differences in the pelagic fish marketing value chain in Bulawan II Village, Kotabunan District, East Bolaang Mongondow Regency.*

This research is expected to provide information and knowledge about gender roles and the impact of inequality on the marketing chain of pelagic fish in Bulawan II Village, Kotabunan District, East Bolaang Mongondow Regency, where women as fishermen's wives have many limitations in terms of skills caused by various obstacles, including lack of knowledge, so that the interest in self-development is hindered by the inability to think innovatively.

This research was conducted in the village of Bulawan II, Kotabunan District using a survey method. Respondents were taken by purposive sampling on fishermen's families, specifically husbands and wives of fishermen. The data collected includes primary data and secondary data, where primary data is obtained through observation, direct interviews by filling out structured questionnaires. Analysis of research data, namely descriptive qualitative and quantitative analysis by making a systematic, factual and accurate description of the facts, characteristics and relationships of the phenomena studied objectively. The results of this study indicate that there are gender differences in each pelagic fish marketing value chain ranging from fishermen, village petibo traders, urban petibo traders to retailers and the role of men is more in jobs that require extra labor, while women play an important role in work. light.

Keywords— *gender, value chain, pelagic fish.*

I. INTRODUCTION

Law No. 17 of 2007 concerning the long-term national development plan for 2005-2025 stipulates that the vision of national development is to realize an independent, advanced, just and prosperous Indonesia. Fair means that there is no discrimination in any form including gender. This is supported by the Presidential Instruction of the Republic of Indonesia No. 9 of 2000 concerning gender mainstreaming in national development. Gender mainstreaming in national development is defined as gender equality, namely equal conditions for women and men to obtain opportunities and their rights as human beings, to be able to participate in political, economic,

socio-cultural, defense and security activities, as well as equality in enjoying the results. development.

The coastal area is an area that has its own characteristics both in terms of the residential environment and its population. Every day the coastal area during the day is dominated by women and children because generally husbands and young men go to sea. There are fishermen who go to sea every day, but there are also ordinary fishermen who only go to sea at night, so that the mother or wife is responsible for the daily life of their family. Therefore, efforts to improve the welfare of fishermen's families are more focused on women. Coastal women become the driving force of productive economic activities

for coastal communities, thereby increasing their function from ordinary housewives to earners.

According to Kusnadi, et al (2006), fishermen's wives are one of the social potentials that are quite important in the development of coastal areas, this is due to several considerations: 1) In the system of sexual division of labor in fishing communities, fishermen's wives take a big role in socio-economic activities on land, while men play a role in the sea to earn a living by catching fish. In other words, land is the domain of women, while the sea is the realm of men; 2) The impact of the division of labor above requires coastal women to always be involved in public activities, namely earning a living for the family in anticipation if their husbands do not earn. Fishing activities are speculative activities and are bound by seasons; 3) The system of division of labor for coastal communities and the lack of certainty of daily income in fishermen's households have placed women as one of the pillars supporting the needs of household life. Thus, in facing the economic vulnerability and poverty of fishing communities, the most burdened and responsible parties to overcome and maintain household survival are women, fishermen's wives.

The socio-economic conditions of fishing communities or coastal communities are groups of people who are relatively left behind socially and economically compared to other community groups. The condition of fishing communities or coastal communities in various areas is generally characterized by the presence of several characteristics, such as poverty, socio-cultural backwardness, low human resources. so that at this time it can be seen that most coastal communities are still below the poverty line (Nawawi, 2014).

East Bolaang Monondow Regency has a coastline of 122,878 km² with a territorial boundary of 78,975 km² and an EEZ 365,000 km², also has 6 lakes and 6 islands. The potential of fish that can be utilized in the territorial sea is 1,225,034 tons/year, while in the EEZ it is 1,437,195 tons/year. This potential includes demersal fish and pelagic fish (the BOLTIM District Fisheries Service Team in 2010). In 2016 it had production in the fisheries sector of 1,166,993 tons and in 2017 it had a production of 1,225,034 tons (Boltim Fisheries Service, 2017).

Based on initial observations, the number of fishermen in Bulawan II Village is approximately 103 people with fishing backgrounds. The fishing community in this village has been very diligent and tenacious since ancient times or since the time of their grandfathers or parents. This is because they have acquired fishing skills from their parents from generation to generation with adequate economic conditions.

The results of Onibala G. (2019)'s research stated that the role of women in fishermen's families has not been carried out optimally, especially with regard to the post-catch product management process. Their knowledge and skills are still limited and have never received technological innovation. In addition, they also do not have the ability to develop business which is reflected in the characteristics of fishermen's wives in Bulawan parent Village as women have a dual role in the household, namely as housewives and outside the home helping to increase family income, so the opportunity to develop themselves in informal education about how to preserve fish that is good and right is not easy.

II. RESEARCH METHODS

Method of collecting data

Data Data collection is done by survey method. The population of fishermen's families in the village of Bulawan II, Kotabunan District, East Bolaang Mongondow Regency. For the purposes of this study, a fishing family consisting of a husband and wife was taken. Based on these criteria, there are a population of approximately 25 fishing families. Then the sample was taken using a simple random technique and 50% of the respondents were fishermen's families.

Data Type

The data collected consisted of primary data and secondary data obtained by means of observation, interviews and also documentation. Primary data collected is primary data that includes family characteristics, perceptions of gender, and patterns of decision sharing and division of labor carried out by fishermen's families. Secondary data includes geographic and demographic information of the research location.

Data collection technique

Data collection techniques used in this study include: 1) Extracting initial information from available libraries and publications. 2) The use of a semi-open questionnaire. The questionnaire consists of a number of closed questions accompanied by alternative answers that have been provided for respondents to choose from, and open questions whose answers are left to the respondent completely. 3) Interviews with respondents were conducted to obtain in-depth information (in-depth interviews), used to find answers to questions not listed in the questionnaire. 4) Participatory observation, namely direct observation and involvement in the activities of traditional fishermen in post-fishing activities.

Data analysis

In this study, descriptive analysis was used to describe perceptions of gender, as well as patterns of decision-making and division of labor based on gender by fishermen's families.

To analyze the gender perspective based on the Gender Framework Analysis (GFA) analysis approach from Harvard. Descriptive analysis is equipped with verbal descriptions, cross tables and simple mathematical calculations such as averages and percentages. This Harvard analysis was carried out on activity data, access and control as well as the benefits and impacts on traditional fishing families which were applied in the pattern of decision making and division of labor in the family, scoring was carried out on respondents' answers with scores as follows: 1) if the decision was made only by the wife or husband only; 2) if the wife or husband is involved in decision-making, but one of the parties (husband or wife) is more dominant; 3) if the decision is made jointly by husband and wife. Then the scores obtained were composited using formula (1), and divided into three categories of low perspective/gender bias (score <33,3), medium perspective/gender perspective (score 33.4-66.7) and high perspective/responsive gender (score 66.8-100.0).

III. RESULTS AND DISCUSSION

1. General Condition of Bulawan II Village

Bulawan II Village is one of the coastal villages in East Bolaang Mongondow Regency where approximately 8% of the 1,216 inhabitants make a living as fishermen. This village is a division of Bulawan Village, Kotabunan District which is currently led by a village head who in the Bolaang Mongondow Raya area is referred to as "Sangadi"

The socio-economic conditions of the fishing community can be said to be apprehensive as indicated by the low level of education, productivity and income. Most of the coastal population has a livelihood in the fisheries sector, as well as in the service and trade sectors. The backwardness of coastal community groups compared to other community groups is due to the lack of development projects that reach coastal communities as seen from the limited facilities and infrastructure for education, health, transportation and others (Damanhuri 2000). Coastal communities in general have the same economic behavior as other villages, which aims to meet the basic needs of members or families so that decision making in business or production is strongly influenced by these goals.

2. Characteristics of Respondents in Bulawan II Village

The characteristics of fishing communities are dynamic, meaning they have a tendency that usually depends on the state of the surrounding environment, in meeting the needs of daily life. The fulfillment of this need usually depends on several things related to the fishermen themselves, such as age, experience in work, education level and the number of dependents which will affect the welfare of the fishermen's families.

2.1. Age

Age is an important thing that has a close relationship with various aspects of organizational life, for example with the level of technical maturity or task skills. The ability to work in fishing activities really requires good physical health, strong energy and proficiency in operating fishing gear supported by one's knowledge of the fishing area and the experience of the fishermen. An overview of the age of respondent fishermen in Bulawan II Village can be seen in Table 01

Table.1: Number of Respondents by Age in Bulawan Village II.

No	Age Group (Years)	Total	Percentage (%)
1	30-39	2	16.5
2	40-49	8	67,0
3	50- 60	2	16,5
Total		12	100

Source: Primary data processing results, 2020.

Table 01 shows that respondents aged 30-39 and 50-60 years are 16.5% or 2 respondents respectively, while 8 respondents or 67.0% are 40-49 years old. A person's age determines the work performance or performance of that person, because with increasing age psychologically it will show the level of maturity of thinking. Tarigan (2009) a fisherman over the age of 30 is considered an experienced fisherman, and able to accept innovations from outside. Fishermen in Bulawan II village can be categorized as fishermen who are at a productive age, because the data shows there are about 83.5% or 10 respondents whose age range is between 30-49 years. The following table presents the length of time in the job.

Table.2: Number of Respondents by Length of Work in Bulawan II Village.

No	Length of Service (Years)	Total	Percentage (%)
1	1-10	7	58.33

2	11-20	4	33.33
3	>21	1	8.33
Total		12	100

Source: Primary data processing results, 2019.

From table 02 above, it describes the tenure of the respondents, where most of them are in the range of 1-10 years, namely 58.33%. They belong to a young family. While the working period of 11-20 years reached 33.33%, and the rest were between >21 years of service (8.33%). This shows that the average respondent has moderate work experience. The length of service also affects the level of income received.

2.2 Family Dependents

Based on the results of interviews with respondents, it is known that the number of dependents of fishermen's families in Bulawan II Village is at least 4 people and the most dependents of fishermen's families are 8 people, because they bear the lives of their children and other families, such as parents, in-laws, younger siblings, nephews, or other family. Table 03 shows the number of dependents of fishermen's families in Bulawan II Village.

Table.3: Number of Respondents by Family Dependent in Bulawan II Village.

No	Family Dependents	Total	Percentage (%)
1	4	3	15
2	5-6	8	55
3	>7	1	30
Total		12	100

Source: Primary data processing results, 2019

Table 03 provides an overview of the number of dependents of fishermen's families in Bulawan II Village, where as many as 8 families (55%) with 5-6 dependents, 3 families (15%) as many as 4 people and the remaining 1 family (30%) with the most height is 7 people. Prabawa (1998) reveals that welfare is always determined by per capita income. This means that the large number of family members will affect the level of income, so it is hoped that the number of family members or the size of the family

will provide an impetus for the household concerned to explore more other sources of income.

2.3 Education Level

Education According to Law no. 20 of 2003 is a conscious and planned effort to develop his potential so that later he will become an understanding of religion, able to control himself, have intelligence, have noble character, and skills needed by himself, society, nation and state. The education level of respondent fishermen in Bulawan II Village can be seen in Table 04.

Table.4: Number of Respondents by Education Level in Bulawan II Village.

No	Education Level	Total	Percentage (%)
1	primary school	4	33
2	Junior high school	5	42
3	Senior High School	3	25
Total		12	100

Source: Primary data processing results, 2019.

Table 04 shows that most of the respondent fishermen have junior high school education (SMP) totaling 5 people or 42%, elementary school (SD) amounting to 4 people or 33%, and the rest are high school graduates (SMA) amounting to 3 or 25%. Megawangi (1994), that the level of education will usually be closely related to a person's income, moreover it is positively related to the habit of planning a budget. Households headed by someone with a low education tend to be poorer than households headed by someone with a higher education.

3. Gender Role in Household Decision Making

The role of gender in decision making for fishing families in the research area is decided by the husband as the head of the family by inviting his wife or other family members to negotiate an option or to find a way out of the problem that is agreed upon by all family members.

It can be seen in Table 05 regarding the processing of activities with 2 aspects of life, namely the domestic aspect, namely activities in the household and the public aspect, namely activities related to work activities outside the household and other social activities.

Table.5: Decision Making on Domestic Activities and Public Activities Fisherman's Family in Bulawan Induk Village (N=15 people)

No	Productive Activities	Wife	Husband	Together husband/wife	Total
1.	Provision of food	11 people (91,67%)	0	1 people (8,33%)	12 people
2.	Education of children	3 people (25%)	3 people (25%)	6 people (50%)	12 people
3.	Health of family members	6 people (50%)	1people (8,33%)	5 people (41,67%)	12 people
4.	Savings	1 people (8,33%)	2 people (16,67%)	9 people (75%)	12 people
5.	Procurement of household appliances	10 people (83,33%)	1 people (8,33%)	1 people (8,33%)	12 people
6.	Reproduction	1 people (8,33%)	2 people (16,67%)	9 people (80%)	12 people
7.	Business Capital	1 people (8,33%)	2 people (16,67%)	9 people (60%)	12 people
8.	Social Community	8 people (66,67%)	2 people (16,67%)	2 people (16,67%)	12 people

Source: Primary Data Processing Results, 2019

Table 05 shows that in every decision-making activity between husband and wife there is always mutual agreement, although in certain situations the wife/husband dominates the decision. For example, participation in community activities, such as arisan, is decided by the wife because it involves time, the funds that she must prepare and must be shared with the priority needs of the family, as well as in terms of procurement of household appliances. Even in the fact that it is an activity that requires extra energy, spontaneously the husband/man takes over according to his nature as a human being who is given strong muscles to work.

Other roles that are carried out together are children's education, family capital formation, savings. This illustrates that the agreement is in the families of fishermen in the Bulawan II area.

The role in child care is the responsibility of husband and wife by working together to provide education both in the family formally and non-formally. However, the results of interviews at the research location stated that the parenting

responsibilities were more dominated by a mother than a husband who tended to work more outside the home.

4 Gender Activities and Division of Labor in the Value Chain

The division of labor with equal opportunities between men and women is one of the dimensions according to the USAID guidelines (2010), which emphasizes that participation between men and women must be shown in an effort to improve the family economy.

The results of interviews with fishermen's family activities in terms of husband and wife stated that the role of gender in improving the welfare of fishermen's families was more for women. Table 6 below shows the activities of fishermen's families in carrying out their work.

Table 6. Activities in Fisherman Families in Bulawan Induk Village

No.	Activities	Woman	Man	Woman/Man	Allocation time
1.	Preparing Food	✓			14.00
2.	Preparing Equipment	✓			15.00
3.	Preparing the Boat		✓		15.00

4.	Lowering the Boat		✓		15.40
5.	Go to sea		✓		16.00
6.	Maintaining Equipment and Boats (temporary)			✓	06.30
7.	Unloading the fish from the boat		✓		05.40
8.	Lifting fish ashore		✓		05.45
9.	Preparing fish and selling fish	✓			06.00
11.	Sorting fish for sale	✓			06.12
12.	Weighing fish for sale		✓		06.15
13.	Arrange the fish in the cool box			✓	12.00
14.	Transporting fish to the car		✓		06.15
15.	Set the price of fish			✓	06.00

Source: Primary Data Processing Results, 2019

The results of the interviews as table 6 describe the activities or activities of husband and wife in terms of their productive roles as fishermen. Where the division of labor clearly shows the difference in responsibilities between men and women, related to the work that is taken into account in a fishing family, including how husband and wife participate in improving the family economy.

The activity of preparing or sorting fish for sale is mostly carried out by women or fishermen's wives, whose activities start at 06.00 am and finish at 8 or 12 noon. So the fishermen's wives have to wake up early to prepare food or breakfast for their families, especially children who are still toddlers, as well as those of school age who will also prepare breakfast for their husbands who come home from fishing.

The division of roles between men and women in fish selling activities is dominated by women starting from the stage of preparing fish to selling fish to the petibo-petibo, while the role of men is only limited to lowering fish from boats, lifting them to land or to transport cars and weighing the fish. . Overall women are responsible or have more role in the sales process. However, the roles that are carried out together are arranging the fish in the cool box, transporting the fish to the car and setting the price of the fish.

4.1 Gender in the Marketing Value Chain of Pelagic Fish in Bulawan II Village

Fishermen are the starting point of the marketing value chain for pelagic fish after landing. The process goes through four parts, namely: (1) fisherman's value chain, (2) fisherman's value chain through petibos in the village and (3) fisherman's value chain through city's petibos and (4) retailers. The marketing value chain process for fishery products is generally carried out by women and men. Starting from the process of catching at sea, which is generally done by men to the fish landing site. The next process is to lift the fish from the boat to the road, which is the responsibility of the village petibo, with a predetermined price determined more by women as the wives of fishermen. The price of fish will be different depending on the type of fish caught, such as the price of tuna (deho), in contrast to kite fish (malalugis). The next price determination will be determined by village and city petibos and finally by retailers, where the results of monitoring the determination of fish prices in the next value chain are determined by women. while sorting fish or separating fish species into cool boxes is carried out jointly by women and men. The last job, transporting to the car, was all done by men. Gender activities in the pelagic fish marketing value chain can be seen in table 7 below:

Table 7. Activities in the marketing value chain of pelagic fish in Bulawan II Village.

No.	Location of Activity	Activity	Gender	Reason
1.	At sea	Arrest/ Fish Landing	M	Male workers are more capable of catching fish. Females are constrained if they have to go to sea for long periods of time because they have to take care of the household as babysitters
2.	Landing	Recording Logbook	M/W	Both men and women have the ability to log book activities
3.	On land (transportation)	Fish Carrier	M	Males are better suited due to internal safety issue journey
		Fish Sales	M/W	Men and women have the same ability and skills in selling fish
4.	Petibo village/town	Cool box	M	Male workers are better able to receive and wash fish
		Raising Fish	M	Male workers are better able to deliver fish to PT. STM

Source: Primary data processed, 2020

From table 7 above, it can be seen that gender activities and responsibilities or division of labor in the value chain of fishermen in Bulawan II village are carried out by men and women according to their respective abilities. However, some activities, such as catching, transporting fish, packing, are carried out by men because these jobs require strong energy and stamina. The activities carried out by women are only in the recording and bargaining process on their husband's catch.

4.2 Access and Control Over Fishermen's Resources

Access and control over resources is the ability in the role of fishermen to use resources, such as business capital, additional capital, types of fishing gear, fishing aids and vessel size. In the analysis on the consideration of access and control over resources in the value chain, respondents vary, for more details, respondents' answers can be seen in table 8 below:

Table 8. Gender Analysis on Consideration of Access and Control over Resources in Respondents' Value Chain

No.	Access and Control Resource	Respondents' Answer	Total (People)	Percentage (%)
1.	Business Capital	Personal Savings	6	50,00
		Informal credit	2	16,67
		None	1	8,33
		Family Loan	3	25,00
2	Additional Capital	Friends' Loans	4	33,33
		None	8	66,67
3.	Type of Catch Tool	Handline	8	66,67
		trawl	2	16,67
		Huhate	1	8,33
		Outboard Motor	5	41,67
		Katinting	7	58,33

4.	Ship Size	< 5 GT	3	25.00
		5 - 10 GT	7	58.33
		10 - 15 GT	2	16,67

Source: Primary data processed, 2020

Table 8 provides information that the average fishing family in running a business as a fisherman is always hampered by the capital they have. This is clearly seen from the percentage of additional capital in running a business, where there are 8 respondents (66.67%) stating that there is no additional capital in running this business.) for his business.

As traditional fishermen, the type of fishing gear used is dominated by the use of katinting (58.33%) so that one of the obstacles for fishermen to go to sea is

always caused by weather factors which make fishermen sometimes have to give up their intention to go to sea.

4.3 Decision Making Pattern of Pelagic Fish Marketing Value Chain Decision making pattern of pelagic fish marketing value chain, seen from the place or container to sell fish, who decides the sale of fish, who negotiates the price of fish, and who decides the use of the income. For more details on the gender analysis of decision-making patterns in the respondent's value chain, it can be seen in table 9 below:

Table 9. Gender Analysis of Decision Making Patterns in Respondent Value Chains in Bulawan II Village

No.	Pattern of Decision Making	Respondents Answer	Total(people)	Percentage
1.	How to prepare fish for sale	Fish Basket	2	16,67
		Cool Box	5	41,67
		Fish Basket and Cool Box	5	41,67
2.	Additional Services for Customer	Payment Allowance	1	8,33
		none	11	91,67
3.	Payment Method	Cash	12	100,00
4.	Who decides fish sale	Man	6	50,00
		Woman	6	50,00
5.	Who negotiates the price of fish	Man	6	50,00
		Women	6	50,00
6.	Have more knowledge about this business	Man	12	100,00
		Woman	0	0,00

Source: Primary data processed, 2020

Decision making in the marketing value chain as table 9 above, provides information that men and women do work according to the existing nature. This is clearly seen in the work as fishermen 100% only done by the head of the family or men, so that the answer of each female respondent stated that, knowledge about business or how to catch fish in the sea, women do not need to learn or understand more specifically, because it is male nature. - men to do fishing jobs. But it is different from who decides or also who negotiates to sell the catch of her husband or men. The results of the interview stated that the determination of the selling price when the fishermen arrived at the fish landing site was initially carried out by

dialogue between the fishermen and the village petibo. The dialogue or bargaining process on the fish caught by her husband with the village petibo is always left to the fisherman's wife. If an agreement has been reached between the fisherman's wife and the village petibo, it does not mean that the decision is complete, but the woman as the fisherman's wife still has to negotiate with her husband as the fisherman whether the price is appropriate, or in other words that the decision must be a joint decision between husband and wife.

Preparation of a place to sell fish, usually provided by the buyer When a price agreement occurs and it always depends on the number of catches. If fish are abundant,

then the use of cool boxes is more widely used and the price of fish is according to its size, but if there are few fish, the price of fish will be calculated using a basket. The results of interviews with fishermen, if there are lots of fish, the price will definitely be cheaper and if the fish caught are few, then the price of fish will also go up. So that at first glance there is an interesting sight at the research site, even without interviewing fishermen, there are times when fishermen use baskets, a sign that the price of fish is expensive. The payment method is always done in cash without any concessions for the buyer or village cashier.

4.4 Gender Perspective on Pelagic Fish Marketing Value Chain.

The gender perspective in the context of the relationship between the roles of men and women, in the marketing value chain of pelagic fish is seen from the differences between men and women in running a business, business challenges, more knowledge about business, who are more suitable for running a business, and business owners. . In the analysis of the gender perspective on the respondent's value chain, it can be seen in table 10 below:

Table 10 Analysis of Gender Perspective on the Value Chain of Fisher Respondents in Bulawan Village II

No.	Gender Perspective	Respondent's Answer	Total (People)	Percentage
1.	Difference between male and female buyers	There is a difference	4	33,33
		None	8	66,67
2.	Business Challenge	Season	8	66,67
		None	1	8,33
		Business Capital	3	25,00
3.	more about this business	man	6	50,00
		Woman	6	50,00
4.	Which is more suitableRunning a Business	Man	6	50,00
		Woman	6	50,00
5.	Male Business Owner	Man	6	50,00
		Woman	6	50,00

Source: Primary data processed, 2020

Table 10 provides an explanation of the gender perspective, where men and women have the right to develop themselves, or in other words, men and women have the same right to always develop themselves and be successful in various fields of life as long as they do not violate their respective natures. In terms of knowledge about running their business, who is more suitable or who owns the business, according to the available data each pointing to a percentage of 50%, meaning that each one realizes that married life must be able to work together, understand each other and respect one another. another. The results of interviews with fishermen stated that usually when I came home from sea I immediately took a break, drank coffee, while my wife's job was to supervise what I caught. Furthermore, if there is a bargaining process on the catch, the wife will consult with her husband to jointly decide the price of the catch. The understanding of running a business for the fishermen's families who became

respondents stated that husband and wife must both run their business according to the existing nature.

IV. CONCLUSION

1. There are gender differences in each pelagic fish marketing value chain starting from fishermen, village petibo traders, urban petibo traders to retail traders.
2. The role of men is more in jobs that require extra energy, while women play an important role in light to moderate work, in the characteristics of jobs that require accuracy, patience and repetition.

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