

# Improvement of Women's Economy in Maritime Tourism Areas in the Form of Culinary Processed Development

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## ABSTRACT

This research explains about the potential and economic improvement of women in the maritime tourism area in Nagari, Nyalo Mudiak Aie River which is also included as one of the integrated tourist areas of the Mandeh Islands, XI Koto Tarusan District, Pesisir Selatan Regency, West Sumatra Province. Nagari (Village) is also one of the achievers in West Sumatra level in 2017 and even became the best national Nagari (Village) in the category of "The Fastest Developing Tourism Village". The development of the Nyalo Mudiak Aie River Nagari into a tourist area also demands a change in the lives of women fishermen, especially in supporting tourism which will hopefully also impact on the economic improvement of women. This research is based on dedication based on the participant method where the writer plunges directly into training with several teams and it is hoped that women or women in Nagari Sungai Nyalo Mudiak Aie can increase their economic potential. From the evaluation conducted, women in the nagari have not maximized the culinary potential of the produce of the earth and sea in their region. This needs special training in the form of culinary training and can later be sold to tourists who visit the nagari.

**Keywords:** *Economic Improvement, Maritime Women, Tourism Areas, Culinary Processes*

## 1. INTRODUCTION

Nagari (Village) of Nyalo Mudiak Aie River, Koto XI Tarusan Subdistrict, Pessel Regency as the achiever of West Sumatra level in 2017 even became the best national Nagari (Village) in the category of "The Fastest Developing Tourism Village". The success of the Nagari Nyalo Mudiak Aie River can be seen from the acceleration of tourism development as well as changes in the community who care about tourism. Characteristics of people who have a strong desire to develop, especially in the economic field, are important in developing this region. The progress of the development of the Nagari Nyalo Mudiak Aie River since 2015 has become part of the Mandeh Islands Tourism area, Pesisir Selatan Regency, West Sumatra, impacting on the rapid development the main and supporting facilities for tourism which involve the Central Government, Regional Governments at the Provincial level and also at the Regency level. Not only that, the support of the private sector and also the community has made Nagari Sungai Nyalo Mudiak Aie undergo rapid development.

The development of the Nyalo Mudiak Aie River into a tourist area also demands changes in the community, especially in supporting tourism which is expected to also have an impact on improving the economic community, especially women. Potential for improving the economy of women Nagari Sungai Nyalo Mudiak Aie in the tourism sector is focused primarily on providing products and services in tourism. However, the conditions seen in women do not yet have sufficient knowledge and skills to make full use of this potential, especially in culinary

preparations. This can also be seen from the knowledge and skills of women in utilizing, processing raw materials that can be processed into products that have economic value such as processed fish and breadfruit that are easily found in the nagari.

Problems found in the Sungai Nyalo Mudiak Aie community, First, women in the nagari have not been able to provide culinary processed products typical of the area that are sold to tourists when tourists visit. Second, Nagari women have not been able to package regional culinary preparations that can have economic value for the community, even though these Nagari have abundant raw materials. The reason for this problem is almost the same, the lack of knowledge and skills of women (mothers) in exploiting the economic potential found in their area in supporting tourism.

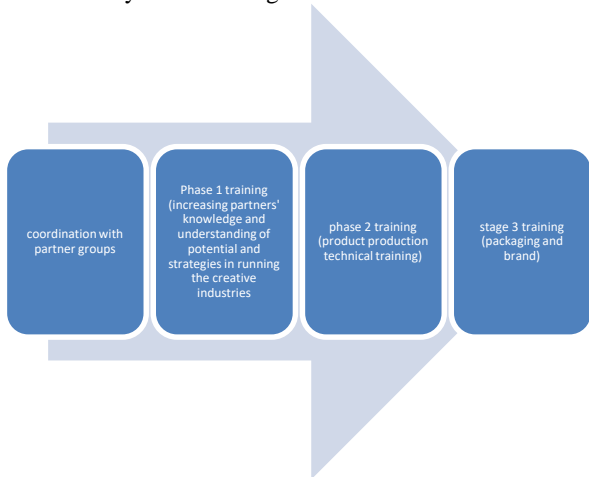
This problem will be solved by the team by conducting training to partner communities in overcoming these problems, with the target partners being the PKK ladies in developing the Processed Culinary creative industry. The method to be used in the Community Partnership Program activities to target partners by holding capacity building includes increasing knowledge, skills in producing and marketing products. Every activity held will be carried out in accordance with the demands and needs of the community. Conceptually, what they want to achieve from their activities is the transfer of knowledge, sustainable and income generation for the community.

**2. METHOD**

The training that has been carried out by the service is in the form of transfer of knowledge, sustainability, and income generation that uses participatory methods in the framework of carrying out capacity building in the realm of knowledge and skills in the target partner groups. Increased knowledge and skills in partners

the target will be achieved through trainings that will be carried out during mentoring to be carried out in the future program activities.

The steps in implementing a partnership program are illustrated by the following scheme:



From the training method, the women in Nagari, Nyalo Mudiak Aie River who are joined by PKK ladies, are expected to be able to make their own culinary preparations from seafood and agricultural products around the area. In addition, this training is also expected that the woman will be able to make their own packaging and product brands and market them especially in the Integrated Tourism Area of the Mandeh Islands.

**3. RESULTS AND DISCUSSION**

From the culinary training that has been done, women / mothers in Nagari Sungai Nyalo Mudiak Aie who are members of the PKK are able to process their own culinary preparations. This can be seen from the activities and evaluations that have been done. PKK mothers have been able to make processed fish into meatballs and fish nuggets with a very tasty taste and are worthy of being marketed.

From the training that has been done, the mothers have been able to process sea fish products into marketable products. Mothers who live on the beach are certainly not too difficult to get fish from the sea. They can be assisted by men (husbands) to catch fish who on average also work as fishermen. In addition, breadfruit trees that are easy to grow on the beach make it easy for them to get their fruit when the fruiting season can be processed into breadfruit cake which has a high nutritional value. After this training it is hoped that the community will be able to make their own packaging and product brands and market them especially in the Integrated Tourism Area of the Mandeh Islands. This is certainly aimed at attracting more tourists visit and the women in the nagari are ready with the

potential of culinary preparations which can later become a brand which of course can also be a typical souvenir of Nagari Sungai Nyalo Mudiak Aie. Not only enjoying the beach view of the tourist area but tourists are also treated to special foods from the processed nagari sea products. These preparations can later be enjoyed immediately or brought home with a typical Nagari brand / brand.

Regarding the targets that have been achieved namely increasing public understanding of culinary preparations that can be marketed more broadly. Usually mothers only sell fresh fruit and help their husbands at home, but since the training was held, mothers have been open-minded about the improvement of the family economy with culinary preparations. Plus the tourism potential is very supportive so it needs products from local produce, especially fish that need to be processed to be more creative. In addition, there are also breadfruit which is usually only a light snack in the form of fried food turned into a more interesting processed bread that is typical of Nagari Nyalo Mudiak Aie River which can be marketed outside the village. Besides this training has been published in print or mass media which will provide information to the wider community about the tourism potential in the Nagalo River Nyalo Mudiak Aie and the potential of food typical of the area.

**4. CONCLUSION**

Nagari Nyalo Mudiak Aie River as a rapidly developing tourist destination at this time, must also have an impact on improving the economic community, especially women. Increased economic potential is a positive impact that will affect social life, the business climate, and also have an impact on the image of the region. Culinary preparations are a business unit that can be developed by mothers in Nagari Sungai Nyalo Mudiak Aie. Processed sea and earth products that have not been well managed make the economy of the community has not improved even though in the tourism sector, it has supported the nagari as a destination for domestic and foreign tourists. Seeing this condition, the team has conducted culinary preparation training and provided knowledge and skills on how to process fish products from the sea more comfortably and hygienically. Not only raw fish is managed into daily dishes but can be sold in more attractive packaging such as fish balls and fish nuggets.

Besides fish, in Nagari Nyalo Mudiak Aie River also found breadfruit trees which are also useful for overcoming sea water abrasion. In addition, breadfruit has a high nutritional value. This fruit is usually only made snacks such as chips and fried foods, but in training that has been held breadfruit sweet potato processed into steamed sponge or breadfruit cake. This steamed cake is the main attraction with its sweet and legit taste. Foreign tourists who usually eat bread and cakes can certainly get it and order it to the public. This opportunity certainly must be utilized by the community in the tourist destination where foreign tourists also visit a lot.

The training that has been carried out aims to increase the knowledge and skills of the target partners in developing new types of products that are produced based on a high understanding related to the market potential of the products to be produced as well as the production flow

patterns that will be carried out. Typical culinary preparations that will be produced as products that become typical products made from breadfruit sweet potato which will be processed into processed products in the form of steamed sponge cakes. This breadfruit yam can be processed directly or made into flour first. Potential of this type of culinary processed materials of breadfruit is owned by Nagari Sungai Nyalo Mudiak Aie in abundant quantities, so that the potential of this material can be utilized as a typical culinary processed of Nagari River Nyalo that is not owned by other regions.

This product is expected to be developed based on the economic potential of the area which is a tourist destination in the Mandeh Islands Region. It is also hoped that this program will be able to have a positive impact on society, especially women, in the economic income sector from the sale of culinary products.

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