

Between Opportunity and Vulnerability: Women's Access to the Creative Economy in the Coastal Village of Taman Ayu

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Abstract:

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Women's participation in the creative economy is a crucial aspect of achieving inclusive local development, particularly in coastal areas that have a high level of exposure to disaster risks. This study aims to analyze women's access to the creative economy sector and identify the opportunities and vulnerabilities they face in the context of disaster risks in the coastal village of Taman Ayu. This research employs a qualitative approach with data collected through in-depth interviews, participatory observation, and document analysis. The data were analyzed using the Gender-Sensitive Sustainable Livelihoods Framework, which integrates gender analysis with disaster vulnerability assessment. The findings reveal that women play a significant role in supporting household income and sustaining community livelihoods through creative economy activities; however, their participation remains constrained by limited access to capital, skill development, and institutional support. On the other hand, women's involvement in creative economy activities serves as an adaptive strategy that strengthens the social and economic resilience of coastal communities to disaster risks. Therefore, this study concludes that strengthening women's capacity and improving their access to economic resources through inclusive and gender-responsive programs are essential to promoting resilient and sustainable coastal village development.

Introduction

Women's empowerment in the creative economy sector is an important component of coastal development, especially in areas with a high level of vulnerability to disaster risks. Coastal areas possess abundant natural resources that support community livelihoods, yet at the same time they are increasingly exposed to environmental pressures that threaten the sustainability of economic activities. In this context, the main challenge is not only how to utilize existing economic potential, but also how economic activities can remain sustainable amid recurring disaster threats.

Therefore, women's empowerment needs to be positioned as part of an adaptive and inclusive coastal development strategy that is able to respond to economic opportunities while also addressing disaster related vulnerabilities.

In the Coastal Village of Taman Ayu, women do not only play a supporting role in household economies but also become the main actors in processing marine products with high economic value. This area is endowed with abundant marine resources that serve as the primary raw materials for various locally processed products, particularly fish and seaweed. Women's access to creative economic activities in Taman Ayu is relatively open and available through home based processing activities, women's groups, and community based economic initiatives. This condition indicates that structurally, opportunities for women's participation in the creative economy are already available at the village level.

However, alongside this economic potential, the coastal community of Taman Ayu also faces serious environmental challenges, such as tidal flooding, coastal abrasion, and increasingly extreme weather conditions that directly affect economic activities. During periods of tidal flooding and extreme weather, fishermen are unable to go to sea, resulting in the unavailability of fish and other marine products that serve as the main raw materials for women's processing activities. As a result, women managed creative economic activities are temporarily halted and lead to a direct decline in household income. This situation demonstrates a gap between the existing condition, namely the availability of access to creative economic activities, and the expected condition, namely sustainable and resilient women's empowerment in disaster prone coastal areas.

Various studies show that the empowerment of coastal women plays an important role in strengthening household economic resilience. Women's involvement in creative economic activities is able to expand income sources and strengthen social solidarity, although it still faces various constraints such as limited access to capital, skills development, and institutional support (Safrida et al., 2022). These findings indicate that women's participation has not yet been fully accompanied by sustainable empowerment.

Furthermore, various collective training initiatives, such as processing seaweed into brownies through a mutual cooperation approach, have proven effective in improving technical skills, economic independence, and social cohesion among coastal women (Hasmiati et al., 2025). Processed products based on marine resources also contribute to increasing income and improving

women's bargaining position within their communities (Jusniaty and Susanalindra, 2017; Umihani, 2024). In addition, women's involvement in plastic waste management provides positive impacts on household income while also supporting efforts to conserve the coastal environment (Idham et al., 2025). These findings confirm the significant economic potential of women in the development of the coastal local economy.

Existing research on the empowerment of coastal women generally emphasizes creative economic development and post disaster family resilience through capacity building, institutional support, and the social and economic roles of women in sustaining household livelihoods (Kamuli and Hatu, 2017; Susanti and Ardiputra, 2021; Hakim et al., 2022). However, studies that specifically link women's access to the creative economy with disaster risks at the coastal village level remain limited, even though disaster factors strongly determine the sustainability of economic activities.

Based on these conditions, this study aims to analyze women's access to creative economic activities based on available resources in the Coastal Village of Taman Ayu and to identify the factors that influence their participation in local productive activities. By using the Gender Sensitive Sustainable Livelihoods Framework, this study places disaster risk as a key factor shaping women's economic participation and livelihood sustainability. The results of this study are expected to contribute to the development of inclusive, adaptive, and sustainable women's empowerment strategies and to serve as a reference for gender responsive development policies in disaster prone coastal areas.

Method

This study employed a descriptive qualitative approach aimed at achieving an in depth understanding of social phenomena within the natural context of the research subjects. In this approach, the researcher served as the primary research instrument and was directly involved in the field to collect data in the form of words, statements, and observed behaviors in a holistic and contextual manner. The collected data were analyzed descriptively by systematically and chronologically presenting empirical findings based on field observations (Moleong, 2017). Through this approach, the study explored women's access to the creative economy sector in Taman Ayu Village, Gerung Subdistrict, West Lombok Regency. The qualitative approach was selected due to its exploratory and contextual nature, which enables a detailed portrayal of coastal

women's experiences, roles, and strategies in developing creative economic activities based on local resources amid capital constraints and disaster risks.

The research site was Taman Ayu Village, a coastal area where fisheries constitute the main economic activity and where many women are engaged in small scale enterprises such as marine product processing. The focus of the study was to identify forms of women's access to capital, training, and institutional support, as well as to analyze the opportunities and constraints they face in developing their businesses within a disaster risk environment. The research data consisted of both primary and secondary sources obtained through in depth interviews, participatory observation, and documentation review. Data analysis followed stages of data reduction, data presentation, and conclusion drawing in accordance with qualitative research procedures (Moleong, 2017).

To ensure the validity of the data, this study applied a triangulation technique by comparing data obtained from in depth interviews, participatory observation, and documentation review. This technique was used to cross check information from different sources and methods in order to enhance the credibility and consistency of the research findings and to minimize potential researcher bias (Sugiyono, 2019).

Data analysis in this study employed thematic analysis guided by the Gender Sensitive Sustainable Livelihoods Framework. This framework integrates gender analysis to identify factors contributing to inequalities in access, control, participation, and benefits related to resources (Seknas FITRA, 2022) with the Sustainable Livelihoods Framework, which emphasizes four core livelihood assets, namely human, social, physical, and economic assets (Ismail, Vitasari, and Habibah, 2023). The framework was applied to examine how women access and utilize various livelihood assets within gender relations, as well as to identify forms of vulnerability and adaptive strategies in response to climate change and disaster risks in the sustainable development of the creative economy sector.

Result and Discussion

Taman Ayu Village is a coastal area where community livelihoods are strongly shaped by the interaction between natural resource availability, environmental conditions, and social economic structures. The majority of households depend on fisheries, small scale agriculture, and home based economic activities that are closely linked to coastal ecosystems. At the same time,

exposure to environmental dynamics such as tidal flooding, coastal abrasion, and extreme weather has become an integral part of daily life, influencing how resources are accessed, managed, and utilized by the community. Within this context, women play a significant role in sustaining household livelihoods through their involvement in processing marine products, trading, and other creative economic activities. Understanding access to various livelihood resources is therefore essential to explain how women navigate opportunities and constraints in maintaining economic activities under conditions of environmental vulnerability.

Based on this context, the discussion is structured around access to key livelihood resources, including natural, human, economic and financial, physical, and social resources, which collectively shape women's participation in the creative economy sector in Taman Ayu Village.

Access to Natural Resources

Geographically, Taman Ayu Village is located at an elevation of approximately 2.5 meters above sea level, with a landscape that is predominantly flat with slight undulations. These physical conditions make the area highly dependent on natural cycles, including rainfall for agricultural activities and stable marine weather conditions for fisheries. The central part of the village is dominated by rice fields and rain fed agricultural land that serve as the main source of food for the community, while the western part facing the sea functions as a space for marine resource utilization where fishermen engage in fishing and related activities. Approximately 60 percent of households in the coastal area of Taman Ayu rely directly on marine resources, either through fishing activities or through derivative activities such as collecting, drying, and processing marine catches.

Marine natural resources constitute a vital element in the livelihood of coastal communities, functioning not only as a source of food but also as a natural asset that supports social and cultural sustainability. The sea provides fish, seaweed, shrimp, and other marine products that form the primary foundation of local livelihoods. At the same time, strong dependence on marine resources also generates a high level of vulnerability to climate change and natural disasters. Coastal abrasion, tidal flooding, and increasingly frequent extreme weather events have reduced community access to marine resources and lowered fishing productivity. These conditions are reflected in an interview with a fisherman from the coastal hamlet who stated:

“When the sea is calm, we can go fishing every day and the catch is quite good. But when the wind is strong or the waves are high, we cannot go out at all. Sometimes we do not go fishing for a whole week, so there is no income. Seawater also often reaches residential areas. Now the shoreline is getting closer to our houses, so we are worried if a major tidal flood occurs.” (Lalu Imran, September 2025)

This statement illustrates that the sea is the main natural resource sustaining community livelihoods, yet its utilization is highly dependent on environmental and weather conditions. During periods of extreme weather or tidal flooding, communities lose access to natural resources, while physical assets such as boats and houses are also at risk. Increasing coastal abrasion has narrowed living space and altered the shoreline, which in turn limits boat docking areas and spaces for drying marine catches. Environmental vulnerability is also experienced by coastal women who play important roles in the distribution chain of marine products. In an interview with a female fish collector in Taman Hamlet, she explained:

“I sell fish at the market from my husband’s catch, but the supply depends on him. When the waves are high, my husband cannot go fishing, so I cannot sell anything. He also becomes unemployed, and when there is no income we are forced to borrow money.” (Ramini, September 2025)

This account demonstrates that coastal women generally have indirect access to marine resources through trading and processing activities, yet remain highly dependent on environmental stability. When extreme weather or tidal flooding occurs, women’s access to marine products is disrupted, and the resulting economic losses highlight the fragility of natural resource utilization in the absence of adequate ecological protection and disaster risk mitigation.

Access to Human Resources

Human resources in Taman Ayu Village, Gerung Subdistrict, West Lombok Regency show considerable demographic potential with a balanced composition of men and women. Based on data from 2024, the population of Taman Ayu Village was recorded at 6,715 people, consisting of 3,506 men and 3,209 women, with a total of 2,309 households. The population growth rate reached 0.83 percent over the past twelve months, with an average density of 1,526 people per square kilometer. The number and distribution of the population by hamlet can be seen in the following table:

Table 1. Population of Taman Ayu Village by Year 2024

No	Year	Male	Female	Total	Population Households	Remarks
1.	2024	3.506	3.209	6.715	2.309	-

Source: Village Profile, 2024

Based on the table above, it can be seen that the number of male residents is slightly higher than that of female residents, with a difference of 297 people. This relatively balanced ratio indicates an ideal population composition to support social and economic activities at both household and community levels. In addition to gender, the population of Taman Ayu Village can also be categorized by age groups as presented in the following table:

Table 2. Population of Taman Ayu Village by Age Group in 2024

No	Age Group	2024	Remarks.
1	0-12 Months	409	
2	1-10 Years	899	
3	11-20 Years	880	
4	21-30 Years	1.021	
5	31-40 Years	1.325	
6	41-50 Years	970	
7	51-60 Years	778	
8	61-70 Years	433	

Source: Village Profile, 2024

The availability of labor within the productive age group provides opportunities to strengthen the village economic sector, particularly in fisheries and the coastal creative economy. However, in terms of quality, challenges remain evident in the levels of education and skills among the community, especially for women working in the informal sector. Most residents have completed only primary to junior secondary education and have limited access to entrepreneurship training or financial management skills. In the gender context, women in Taman Ayu Village are not merely complementary contributors to household income but also serve as the main livelihood providers, particularly for those who are single parents. An in depth interview with a single mother engaged in fish processing illustrates this dynamic. She stated:

“I have been on my own for a long time, my husband passed away when my fourth child was still very young. I have been selling fish for years. When I get fresh fish, I sell them at the market, but when the weather is bad and fishermen cannot go to sea, my income also decreases. However, I have to keep working because this is the only way to cover food and school expenses for my children. It is exhausting, but if I stop, who else will help?” (Baiq Maknah, September 2025)

This statement reflects the resilience and significant role of coastal women in sustaining household economies amid limited human and natural resources. As a single parent, the woman demonstrates strong adaptive capacity by utilizing her time and skills to survive. At the same time, this condition highlights the structural vulnerability of women working in the informal sector without social security or adequate institutional support.

Access to Economic and Financial Resources

Community access to economic resources in Taman Ayu Village remains largely dependent on natural resource based sectors such as agriculture, fisheries, and household scale enterprises. The livelihood structure of the population is dominated by the informal sector, with most residents working as self employed workers, farmers, agricultural laborers, traders, and fishermen (Taman Ayu Village Profile, 2024). This condition illustrates the strong economic dependence of the community on coastal natural resources and surrounding agricultural land.

Table 3. Occupational Structure of the Population

No	Type of Occupation	Year 2024	Remarks
1.	Civil Servant	5	
2.	Military Police	4	
3.	Employee	56	
4.	Self Employed	642	
5.	Farmer	220	
6.	Skilled Labor	149	
7.	Agricultural Laborer	297	
8.	Retiree	2	
9.	Fisherman	117	
10.	Trader	157	
11.	Others	901	

Source: Taman Ayu Village Profile, 2024

The self employed and small business sectors form the backbone of household economies in the village. Most enterprises are run independently by families on a small to medium scale. In coastal areas, women's economic activities are particularly prominent, especially in marine product processing such as the production of fish pilus, fish balls, salted fish, seaweed crackers, and other processed products. These products are marketed not only within the village but have also begun to reach traditional markets in Gerung.

One female entrepreneur in Taman Ayu Village manages a micro enterprise producing marine based products such as bojor fish pilus and bojor fish balls. This business is operated independently from her home by utilizing fish catches provided by her husband, who works as a fisherman. Bojor fish is one of the fish species commonly found along the Taman Ayu coast and is known for its savory taste, making it suitable for processing into various snack foods and ready to eat products. However, despite having considerable market potential, the business owner reported facing several constraints, particularly related to marketing and access to capital. Pilus and fish ball products are produced only when specific orders are received due to limited capital and the risk of product spoilage if not sold promptly. This situation makes it difficult for the business to grow sustainably.

Figure 1. Bojor Fish Pilus and Fish Ball Products



"I only make bojor fish pilus and fish balls when there are orders. If I produce too much, the products may spoil, especially if they do not sell. Capital is also limited, so when there are sudden orders I sometimes have to borrow from Mekar Bank to buy raw materials. In addition, the products I make do not yet have halal certification, so they cannot be sold in large stores. Usually I sell them only to neighbors or regular customers." (Baiq Ratnaton, September 2025)

In addition to capital constraints, the business owner also mentioned the lack of halal certification and official distribution permits, which limits product marketing to the local level. The packaging process remains simple, using only plain plastic without a brand label. This condition is one of the factors that makes it difficult for the products to penetrate wider markets such as souvenir shops or online marketing channels.

Figure 2. Premium Dried Fish Products from Taman Ayu Village



On the other hand, there is also a woman who works as a fish collector as well as a seller of fresh fish and grilled fish at the market. This business is operated on a daily basis by relying on fish supplies from local fishermen. Her economic activity forms an important part of the local fisheries value chain, as she acts as an intermediary between fishermen and final consumers. However, the availability of fish for sale is highly dependent on fishermen's catches and sea weather conditions.

"I sell fish at the market every day, but the supply depends on the fishermen as well. When there is extreme weather, fishermen cannot go to sea, so I also cannot sell fish. As for packaged dried fish, I only produce it when there are orders. If there are no orders, I sell fresh fish and grilled fish at the market. My micro business does not run smoothly because my capital is limited. Until now, I still borrow from daily banks or informal lenders. Thankfully, I once received cooking equipment assistance from YBM PLN as support for cooking tools, and I face difficulties in obtaining halal certification because my kitchen facilities are not adequate. I used to participate in training programs from NGOs and companies here, but now those programs no longer exist. So I just continue on my own." (Baiq Maknah, September 2025)

Extreme weather conditions such as strong winds and tidal flooding that frequently affect the coastal area of Taman Ayu constitute the main challenges in running her business. When fishermen are unable to go to sea, daily income automatically declines due to the lack of fresh fish

supply. At the same time, the dried fish processing business she manages is carried out only when there are orders in order to avoid product damage or quality deterioration. From a financial perspective, the respondent acknowledged facing significant capital constraints as she relies solely on personal funds. To meet raw material needs and daily operational costs, she frequently borrows money from informal financial institutions such as daily lending banks. She has also received cooking equipment assistance from the corporate social responsibility program of YBM PLN, but has never obtained sustainable business capital support. The respondent also faces administrative barriers, particularly in obtaining halal certification and business permits, due to limited kitchen facilities that do not yet meet required standards. Although she previously participated in several micro enterprise training programs provided by nongovernmental organizations and nearby companies such as PT PLN Indonesia Power UPB Jeranjang, these mentoring activities have not been sustained. This condition makes it difficult for her to expand market reach and increase the added value of her products.

Figure 3. Corn Tortilla Chips and Seaweed Chips Products



In addition, there are also corn tortilla chip products developed by the Puri Ayu micro enterprise, utilizing local agricultural products in the form of corn, as well as raw materials derived from marine cultivation and capture such as seaweed. These products not only serve as an additional source of household income but also demonstrate the adaptive capacity of coastal communities in transforming local resource potential into products with high economic value. However, among the two products, only the corn tortilla chips have obtained official distribution permits and halal certification, while the seaweed chip products only have packaging labels without halal certification.

The processed products have received support from PT PLN Indonesia Power UPB Jeranjang through its corporate social responsibility program. This support includes business management training, product quality improvement, and assistance in the process of halal certification and distribution permits, enabling micro enterprise actors to enhance their product competitiveness in the market. One micro enterprise actor shared her experience:

“Since joining the PLN assistance program, my business has progressed significantly. The packaging is now better and already has halal certification. My products can now be sold in markets outside the village. However, I still face constraints related to processing equipment. The grinding machine assistance provided by PLN is already damaged due to its age. Because of this broken equipment, I am currently unable to continue production.” (Wulan, September 2025)

Capacity building efforts such as these represent an important step in strengthening the economic resilience of coastal households, as they provide space for women to actively participate in local economic activities. Through the development of micro enterprises such as Puri Ayu, communities are no longer solely dependent on seasonal fish catches but also gain alternative sources of income that are more stable and sustainable. The development of products such as corn tortilla chips and seaweed chips reflects synergy between local potential, institutional support, and women's roles in the creative economy. With facilitation from private sector actors such as PT PLN Indonesia Power UPB Jeranjang, Taman Ayu Village demonstrates that cross sector collaboration can serve as a key factor in strengthening the economic self reliance of coastal communities that are adaptive to environmental change.

Access to Physical and Infrastructure Resources

In terms of basic infrastructure, roads in Taman Ayu Village are paved and not directly affected by tidal flooding, allowing community activities and business distribution to operate smoothly. The drainage system also functions well, enabling rainwater and tidal water to recede quickly without causing prolonged inundation. However, challenges arise during high intensity tidal flooding events. Under such conditions, seawater enters residential areas and fish cultivation ponds owned by residents, causing fish mortality and some being carried back to the sea. A fisherman from Bongor Hamlet explained:

“During major tidal flooding in the past, seawater entered the cultivation ponds. Many fish died because the water mixed with soil and waste, and some were swept away by the

current. Now tidal flooding rarely reaches the ponds, but we remain worried if high tides occur again." (Pajri, September 2025)

Such events affect not only the fisheries sector but also the household level creative economy chain, particularly for women who process marine products into value enhancing products such as dried fish, crackers, and fish based seasonings. When fish supply is disrupted due to tidal flooding, their production activities also decline. One female entrepreneur from Taman Hamlet stated:

"When high tides occur, the water does not stay long because it is quickly absorbed by the sand, but it often brings waste into the yard. So the kitchen must be cleaned first before processing fish. Sometimes raw materials are also difficult to obtain when fishermen cannot go to sea." (Ratmini, September 2025)

This statement illustrates that although physical infrastructure in the village is relatively adequate and supports mobility, coastal environmental challenges continue to influence the sustainability of community creative economic activities, particularly for women. In addition to tidal flooding, coastal abrasion has also resulted in the reduction of productive land previously used for economic activities. A fisherman added:

"In 2010, the distance between the shoreline and residential houses was around fifty meters, but now the sea is much closer. Many plots of land that were previously used for farming or fish ponds have now become part of the sea." (Lalu Ahmat, September 2025)

Land loss due to abrasion has reduced space for coastal communities to develop small scale enterprises, including drying marine products or producing processed goods based on local materials. Based on these conditions, it can be concluded that physical infrastructure in Taman Ayu Village is generally adequate and supports community economic activities, particularly due to good road access and public facilities. However, environmental factors such as coastal abrasion and tidal flooding remain external constraints that directly affect the creative economy chain.

Access to Social Resources

The community of Taman Ayu Village also maintains strong social and cultural traditions that reinforce social bonds among residents. One such tradition is roah, a collective remembrance and prayer ritual held annually along the coast as an expression of gratitude and a plea for protection from disasters. This tradition functions not only as a religious activity but also as a

moment of togetherness that strengthens social relationships and fosters a sense of collective responsibility toward the coastal environment. In addition, mutual cooperation activities remain common, including cleaning waste carried by the sea after tidal flooding and helping fishermen pull boats ashore. A community leader stated:

“Here, the spirit of mutual cooperation is still very strong. When fishermen return with their boats, residents help pull them to shore. Likewise, when floods or waste are carried in by the sea, everyone works together to clean the area.” (Lalu Ahmat, September 2025)

This statement illustrates how solidarity values remain deeply rooted within the coastal community. Beyond strong social relationships, Taman Ayu Village also has various social groups that actively contribute to improving community welfare and participation. These include fishermen groups, micro enterprise groups, and other community organizations that serve as platforms for strengthening community capacity.

Table 4. Number and Names of Fishermen Groups

No	Group Name	Location	Remarks.
1.	Pade Angen	Taman Hamlet	
2.	Teluk Indah	Taman Hamlet	
3.	Laut Biru	Taman Hamlet	
4.	Taman Ayu	Taman Hamlet	
5.	Teluk Mekar	Taman Hamlet	
6.	Melet Maju	Jeranjang Hamlet	
7.	Baru Berlayar	Taman Hamlet	
8.	Putra Selatan	Taman Hamlet	
9.	Taman Lestari	Taman Hamlet	
10.	Lemurul	Taman Hamlet	
11.	Sanggar Laut	Taman Hamlet	
12.	Cempaka Putih	Taman Hamlet	
13.	Muara Indah	Jeranjang Hamlet	
14.	Teluk Indok	Taman Hamlet	
15.	Putra Taman	Taman Hamlet	
16.	Maju Bersama	Jeranjang Hamlet	
17.	Layar Berkembang	Taman Hamlet	
18.	Wirakarya	Taman Hamlet	

Source: Taman Ayu Village Profile, 2024

Table 5. Number and Names of Business Groups

No	Nama Kelompok	Lokasi	Ket.
1.	Usaha Bersama Pertukangan	Gunung Malang Hamlet	
2.	Amalia Meubel	Gunung Malang Hamlet	
3.	Penarak Kembar	Gunung Malang Hamlet	
4.	Berire Nunggal	Gunung Malang Hamlet	
5.	Turak Nunggal	Gunung Malang Hamlet	
6.	Tata Boga Banjar Pande	Bongor Hamlet	
7.	Keripik Tunggal Jaya	Bongor Hamlet	
8.	Batako Peseng	Peseng Hamlet	
9.	Kerupuk Karya Bunda	Peseng Hamlet	
10.	Tunas Asih Pertukangan	Karang Genteng Hamlet	
11.	Perempuan Menjahit	Bongor Hamlet	
12.	Pengolahan Puri Ayu	Taman Hamlet	
13.	Pengolahan Wanita Harapan Kita	Taman Hamlet	
14.	Pengolahan Pangan Budi Jaya	Bongor Hamlet	
15.	Pengolahan Pangan EMANSI	Taman Hamlet	
16.	Kerupuk Gaul I	Gunung Malang Hamlet	
17.	Kerupuk Gaul II	Gunung Malang Hamlet	
18.	Pengolahan Maju Mandiri	Bongor Hamlet	
19.	Pengolahan Taman Ayu	Taman Hamlet	
20.	Indok Mentari	Taman Hamlet	
21.	Tanjung Mekar	Taman Hamlet	
22.	Sopok Angen	Taman Hamlet	

Source: Taman Ayu Village Profile, 2024

In addition, Taman Ayu Village also has a Village Disaster Preparedness Team (TSBD) that plays an important role in disaster mitigation and preparedness. The TSBD assists the community during tidal flooding and extreme weather events by providing early warnings, supporting evacuation processes, and helping with post-disaster clean-up activities. The presence of the TSBD strengthens the village's social system and builds a sense of safety and public trust in community-based disaster mitigation efforts.

Analysis of the Gender-Sensitive Sustainable Livelihoods Framework

The Sustainable Livelihoods Framework (SLF) developed by Chambers and Conway (1992) emphasizes five key assets of sustainable livelihoods, namely human, social, natural, physical, and financial assets. These assets include capabilities, social networks, natural resources,

infrastructure, and access to capital and income. In gender analysis, this framework is enriched by four main dimensions: access, control, participation, and benefits. Access assesses the extent to which women and men have equal opportunities to utilize resources, control examines who manages and makes decisions over these assets, participation describes active involvement in economic and social processes, while benefits assess how outcomes are distributed equitably. This approach helps to understand differences in roles and opportunities between women and men in achieving sustainable livelihoods.

In terms of access, women in Taman Ayu Village have opportunities to utilize natural resources in the form of marine products; however, access to capital, production tools, and training remains limited. They generally rely on informal social networks and family support to run small-scale businesses. Access to human resource development such as technical and business management training is still dominated by men, resulting in women often learning through self-taught practices. This condition reflects a gender gap in the utilization of the five livelihood assets, particularly financial and human assets.

Regarding control, women have limited control over economic assets such as capital and production tools, as most business decisions and income distribution are still dominated by male household heads. However, in household-based creative economic activities, women tend to have stronger control, particularly in determining product types, processing methods, and marketing. Nevertheless, control over market access and marine resource management policies remains low, as women's roles have not yet been fully recognized within village institutional structures.

The level of women's participation in creative economic activities in Taman Ayu Village is relatively high, especially in the production and processing of marine products. Women are actively involved in MSME groups and community activities such as training sessions, product bazaars, and coastal clean-up initiatives. However, their participation in village development planning and institutional decision-making processes remains limited. Time constraints, the double burden of domestic responsibilities, and social norms that place women within the domestic sphere are the main factors limiting their participation in public forums.

In terms of benefits, women's involvement in the creative economy has had a positive impact on increasing household income and social welfare. Marine product processing activities help reduce dependence on husbands' income, which is often unstable due to weather conditions. Beyond economic benefits, participation in business groups also strengthens women's self-

confidence, social solidarity, and bargaining position within households and the community. However, these benefits have not been evenly experienced, as disparities in asset ownership and access to productive resources persist.

Thus, through the Gender-Sensitive Sustainable Livelihoods Framework (GSSLF) approach, it can be concluded that women in the coastal village of Taman Ayu face conditions that lie between opportunity and vulnerability. They possess significant potential in marine-based creative economic activities, yet limitations in access, control, and participation across the five livelihood assets constrain the optimization of their roles. Therefore, empowerment strategies need to be designed inclusively by strengthening women's capacities, expanding access to economic resources, and integrating gender perspectives into sustainable coastal development programs.

Conclusion

This study shows that women in the coastal village of Taman Ayu play an important role in strengthening household economies and sustaining community livelihoods through marine-based creative economic activities. Although most women are involved in post-harvest processing sectors, their contributions are significant in maintaining household economic stability, particularly when fishermen are unable to go to sea due to extreme weather conditions. However, limited access to capital, ownership of production equipment, and sustainable entrepreneurship training remain major challenges that require further attention.

Through the analysis of the Gender-Sensitive Sustainable Livelihoods Framework, it is evident that women have relatively good access to social and human resources through business groups, training activities, and institutional support such as the Village Disaster Preparedness Team (TSBD) in disaster management. Nevertheless, control over economic, physical, and natural assets is still predominantly held by men. Despite this, women's participation in creative economic activities and social initiatives continues to increase, reflecting their adaptive capacity and collective awareness of coastal environmental challenges. Therefore, empowering women in the creative economy not only strengthens household economic resilience but also serves as a foundation for sustainable social development and contributes to fair and inclusive gender-based development policies in coastal areas.

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