

Economic Development of Female Communities Based on Extraordinary Human Resources on the Shore of Selayar Regency Indonesia

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Abstract - This type of qualitative research uses a phenomenological approach. The research results show that The Selayar Islands District Government has implemented various economic policies to support the empowerment of coastal women, particularly through skills training, capital assistance, business group strengthening and integration in the local tourism sector. These efforts are conducted through relevant agencies and collaboration with NGOs, universities and the private sector. Despite challenges such as the lack of gender-disaggregated data and limited access to information, this policy shows progress in encouraging women's independence and active role in coastal economic development. For optimised results, a more inclusive and needs-based approach is needed.

Keywords: Island, Economic, Development, Businesses Community.

I. INTRODUCTION

Sustainable national development does not only rely on macroeconomic growth, but must also include the empowerment of communities at the local level, especially vulnerable groups who have not been given full space in the development process. One such group is women living in coastal areas, including in Selayar District, South Sulawesi. Coastal areas have great natural resource potential, such as fisheries, marine and marine tourism, which, if managed properly, can be a driver of the local economy. However, women's involvement in managing this potential still faces various structural, cultural and economic obstacles.

Selayar Regency, as one of the strategic islands in South Sulawesi, has a significant length of coastline and is supported by abundant marine resources. However, coastal communities, especially women, still face challenges in accessing economic opportunities in a fair and sustainable manner. Gender inequality, low levels of education, limited access to skills training, and lack of economic infrastructure support are the

main obstacles that hinder the optimisation of women's potential in the local economic sector.

Women's economic empowerment is very important to improve family living standards and strengthen the economic resilience of coastal communities in general. This empowerment is not enough to provide financial assistance or market access, but needs to be done in a structured and sustainable manner through the development of superior human resources (HR). Excellent human resources here are not only defined as individuals who have higher education, but also those who have life skills, adaptability, innovation, and the ability to access and manage information and technology according to local needs.

This excellent HR-based approach is important because women in coastal areas generally have a dual role, namely as household managers and as informal economic actors. By improving the capacity and quality of women's human resources through training, vocational education, providing access to information and technology, and strengthening social networks, women can become agents of change in their environment. In addition, empowering women through HR development also supports the achievement of sustainable development goals (SDGs), especially the 5th goal on gender equality and the 8th goal on decent work and economic growth.

On the other hand, the importance of economic empowerment based on superior human resources also responds to the challenges of globalisation and climate change that have a direct impact on coastal communities. Women, who have been important actors in seafood processing, micro-enterprises, and supporting activities in the tourism sector, must have the adaptive capacity to face these challenges. Excellent human resources enable women to innovate in the processing of local products, utilise digital technology in marketing, and develop sustainable social entrepreneurship. This is particularly relevant in Selayar Regency, which is

developing marine tourism and ecotourism as one of the pillars of regional development.

Furthermore, strengthening women's human resources in coastal areas is also key in promoting economic inclusion and social justice. By making women the subject of development, not just the object, the empowerment process will become more participatory and sustainable. Empowerment initiatives can be carried out through various strategies, such as the establishment of women's training centres based on local potential, small business assistance, active involvement of women in cooperatives and joint business groups, and collaboration with the private sector and non-governmental institutions to provide access to resources and markets.

It should also be realised that investment in women's human resource development in coastal areas not only provides economic benefits, but also creates a chain effect on improving the quality of family life, children's health, education, and strengthening social values in the community. Economically empowered women tend to have a stronger bargaining position in the household and community, thus contributing to the formation of a more just and prosperous society.

Thus, economic empowerment of women based on superior human resources in the coastal areas of Selayar Regency is a strategic step that not only addresses economic issues, but also provides a holistic solution for regional development. It requires multi-sectoral commitment, inter-agency synergy and a sensitive approach to the local socio-cultural context, in order to create a sustainable and inclusive impact for coastal communities.

A. Problem Formulation

1. What are the economic activities of women on the coast of Selayar district?
2. How is the economic policy applied by the government to women's activities in the coastal area of Selayar district?
3. How women's activities help the family economy on the coast of Selayar district?
4. What is the appropriate guidance for women living in the coastal areas of Selayar district?

II. LITERATURE REVIEW

A. Economic Empowerment

Conceptually, empowerment comes from the word 'power' (power or empowerment). Empowerment is a process of giving power to the weak (powerless), and reducing power (disempowerment) to those who are too powerful (powerful).

Empowerment is not just giving authority or power to the weak. Empowerment implies an educational process in improving the quality of individuals, groups, or communities so that they are empowered, competitive, and able to live on their own. The main approach in the concept of empowerment is that the community is not made the object of various development projects, but is the subject of its own development efforts.

The concept of empowerment can be seen from three sides, namely:

1. Empowerment by creating an atmosphere or climate that develops.
2. Empowerment to strengthen the economic potential or power of the community. In order to strengthen this potential, a very important effort is to increase the level of education, health status, and access to sources of economic progress, such as midal, technology, information, employment and markets.
3. Empowerment through the development of the people's economy, by protecting and preventing unbalanced competition, as well as creating togetherness and partnerships between the developed and the undeveloped.

The most important concept in community empowerment is how to place the community in the position of active development actors, not passive recipients. The concept of empowerment is basically an effort to make a just and civilised human atmosphere more structurally effective, both in family life, society, state, regional, international, as well as political, economic and other fields.

There is also the opinion of the World Bank which defines empowerment as an effort to provide opportunities and abilities to community groups (poor) to be able and dare to voice or voice opinions, ideas, or ideas, as well as the ability and courage to choose (choice) something (concepts, methods, products, actions, etc.) that is best for individuals, families and communities. in other words, Community empowerment is a process to increase the ability and independence of the community to improve their quality of life.

In more detail, Slamet, as quoted by Oos, determines that the essence of empowerment is to make people able to build themselves and improve their own lives. The term capable here implies being empowered, understanding, motivated, having the opportunity to see and take advantage of opportunities, having energy, being able to work together, knowing alternatives, being able to make decisions, taking risks, being able to seek and capture information, and being able to act according to initiative.

As Slamet argues about empowerment, the essence of empowerment is to enable people to develop themselves and improve their own lives. This is in line with what has been done by Pak Tikno in Jagabaya 3 Village, Way Halim Subdistrict, Bandar Lampung City, who empowers his group members through tofu home industry activities, in this case each member has the right to voice ideas, ideas and new innovations from the products made with the aim that this home industry can be more innovative and develop, which in its implementation involves the cooperation of all its members.

In an environmental perspective, empowerment is intended so that each individual has the awareness, ability and concern to secure and preserve natural resources and their management in a sustainable manner. Thus, empowerment is both a process and a goal. As a process, empowerment is a series of activities to make the power or empowerment of weak groups in society, including individuals experiencing poverty problems. As a goal, empowerment refers to the state or result to be achieved by a social change in a community that is empowered, has power or has the knowledge and ability to fulfil its life needs, whether physical, economic, or social, such as self-confidence, being able to express aspirations, having a livelihood, participating in its life activities, and being able to manage its life.

From an environmental perspective, the empowerment carried out by Mr Tikno in Jagabaya 3 sub-district, Way Halim sub-district, Bandar Lampung city, has also brought about social changes in the members of his community group. After the tofu home industry, increasing their awareness that this activity can increase income for their family's economy. In addition, this activity also adds insight into the experience and creativity of each member in an effort to utilise existing natural resources to become more useful and valuable.

As the philosophy of empowerment according to Kelsey and Hearne as cited in Totok Mardikanto, namely, working with the community to help them so that they can improve their dignity as human beings (helping people to help themselves).

According to Sumodiningrat in Ambar Teguh Sulistiyani's book, empowerment is not forever, but until the community is able to be independent, and then left to be independent, although they are still accompanied but do not need to be too close. Judging from this opinion means that empowerment goes through a period of learning process, so that it can be independent. However, in order to maintain independence, it is still necessary to control the spirit, situation and ability on an ongoing basis so that no further setbacks occur.

To achieve an independent society, it is necessary to have stages in empowering a community, namely the awareness stage and the formation stage (takwin), the development or structuring stage (tandzim), the stage of detachment and independence or taudi'. In this case the researcher explains these stages.

1. This stage is a preparatory stage in community empowerment activities, at this stage community empowerment is able to create good conditions and motivate them to make awareness of their conditions at that time, with this enthusiasm it is hoped that it can lead the community to awareness, so that people are more open to their surroundings and feel the need for knowledge and skills to increase their capacity and improve existing conditions.
2. The capacity building stage at this stage, the process of transforming knowledge, skills and abilities can take place well. In this case, the community will learn about new knowledge and skills that will be related to the demands of existing needs, so that they can take part in development.
3. The stage of detachment and independence (taudi') in this stage is an increase in intellectual abilities, skills, and skills to create a community who are independent. This independence is characterised by the emergence of new initiatives, innovations and creativity, but people who have passed through the stages of empowerment are not just released, but there is a continuation of this stage, such as providing protection to the community so that they can take concrete actions in development.

Community Empowerment The empowerment strategy is essentially a movement from, by, and for the community. According to Suyono as quoted by Oos M. Anwas, a community movement is different from making a model (laboratory). A model tends to have to first make an ideal pilot model, then after it has been tested, it is widely disseminated. In contrast to the community movement strategy, it is pursued through outreach to the widest possible community or as many as possible. The seeds of empowerment are sown in the community. The community will eventually adapt, make improvements and improvements tailored to their potential, problems and needs, as well as their approach.

In implementing empowerment, it is necessary to take various approaches. According to Suharto, the application of the empowerment approach can be done through 5Ps, namely: enabling, strengthening, protecting, supporting, and maintaining, with the following explanation:

1. Enabling; creating an atmosphere or climate that allows the potential of the community to develop optimally.

2. Strengthening; strengthening the knowledge and abilities of the community in solving problems and fulfilling their needs. Empowerment must be able to develop all the abilities and confidence of the community that support their independence.
3. Protection; protecting the community, especially weak groups, from being oppressed by strong groups. Therefore, empowerment must be directed towards the elimination of all types of discrimination and domination that do not benefit the little people.
4. Support; providing guidance and support so that the community is able to carry out its role and life tasks. Empowerment must be able to support the community so that it does not fall into a situation and position that is increasingly weak and marginalised.
5. Maintenance; maintaining conducive conditions so that there remains a balance in the distribution of power between various groups in society. Empowerment must be able to ensure harmony and balance that allows everyone to have the opportunity to do business.

In the community movement, empowerment models and strategies cannot be uniformed. This is in accordance with the potential, needs, and problems that exist in the community. Therefore, the right community empowerment strategy is tailored to the needs and conditions in the field. In this case, empowerment agents need to have the ability to formulate appropriate and efficient empowerment programmes and strategies.

Community economic empowerment can be said to be successful if it has achieved the goals and focus of its main concern. To know the focus and objectives of community economic empowerment operationally, it is necessary to know the indicators of success. So that when a community economic empowerment programme is implemented, all efforts can be concentrated on what aspects of the targets of change (for example, poor families) need to be optimised.

The success of an empowerment programme is not only seen from a physical or economic perspective, but also from a psychological and social perspective:

- a. Having a source of income that can fulfil the needs of himself and his family, for example, being able to buy rice, cooking oil, cooking gas, spices, shampoo, soap, and so on.
- b. Being able to express opinions within the family and the general community, for example, expressing opinions regarding house renovations, the purchase of livestock, and so on.

- c. Has considerable mobility by going outside the home or outside the area where they live such as at the cinema, market, medical facilities, houses of worship, and so on.
- d. Able to participate in social life, such as campaigns or other social actions.
- e. Able to make decisions and determine their life choices.

B. Human Resources

Human resources are the only source that has feelings, desires, skills, knowledge, motivation, power and work (ratio, taste, and karsa). According to Hadari Nawawi as quoted in Burhanuddin Yusuf's book, what is meant by human resources includes three definitions, namely: 1) Human resources are humans who work within an organisation, also called personnel, workforce, employees, or employees. 2) Human resources are human potential as the driving force of the organisation in realising its existence. 3) Human resources are the potential that is an asset and functions as capital (non-material) in a business organisation, which can realise the existence of the organisation.

So, human resources can be defined as individuals who design and produce outputs in order to achieve the strategies and goals set by the organisation. All these potential human resources (HR) have an influence on the efforts of the organisation/company in achieving goals. No matter how advanced a technology, the development of information, the availability of capital and adequate materials, if without being accompanied by qualified human resources it is difficult for an organisation to achieve its goals.

According to Malthis and Jackson, the quality of human resources is the quality of each individual where individuals are able to develop themselves in terms of education, organisational experience, expertise, coordination, and motivation.

III. RESEARCH METHODS

Type of qualitative research through a phenomenological approach.

IV. DISCUSSION

A. Women's economic activities on the coast of Selayar district

Women living in the coastal areas of Selayar district play an important role in local economic activity, although their contributions are often not formally recorded. In the context of coastal communities that are heavily dependent on the marine and fisheries sector, women not only play a role in supporting the household economy but are also directly involved in a range of productive economic activities. These women's

economic activities take place in a complex space and are influenced by various factors such as local culture, education level, access to resources, and their social roles in the family and community.

One of the main economic activities undertaken by women in coastal Selayar Regency is the processing of marine products. After the fishermen - mostly men - catch fish and other seafood, women usually take over the post-harvest process, such as cleaning, drying, salting and processing into derivative products such as salted fish, shredded fish or seafood-based crackers. These activities are not only part of the effort to fulfil household consumption needs, but are also productive economic activities that generate additional income for the family.

In addition to seafood processing, women are also involved in selling fish and other catches in local markets and directly from house to house. They act as small traders or local collectors who sell various types of fish, shrimp and shellfish. Women's ability to build strong social relations within their communities makes this trading activity one of the most stable and resilient forms of the informal economy, especially in the face of volatile price dynamics and weather in coastal areas.

Small and medium enterprises (SMEs) are also an important space for women's economic activity in Selayar. Many women capitalise on local potential by making processed products such as traditional snacks, handicrafts from marine materials (shells, coral, etc), and other household products. These products are usually sold in local markets, tourist attractions, or even through social media by the younger generation of women who are more familiar with technology. Despite its small scale, this sector is one of the significant forms of women's economic independence because involves managing one's own capital, production skills, and the ability to reach consumers.

Another sector that also shows the active role of women is community-based tourism. Selayar Regency has great potential for marine tourism, especially in areas such as Benteng, Bontosikuyu and Taka Bonerate. In this context, women play a role in providing homestay services, local specialities, cultural tour guides, and Selayar souvenir products. Women are the driving force behind these activities and are often involved in the management of tourism awareness groups (pokdarwis) or village-based tourism cooperatives. This shows that the tourism sector is opening up new spaces for women to actively participate in economic activities while strengthening local cultural identity.

On the other hand, many women are also involved in coastal agricultural activities and small land management, such as growing vegetables in their yards or salt gardens

around the coast. Although these contributions are often subsistence in nature or not directly included in formal economic statistics, they play an important role in strengthening family food security and the sustainability of daily life.

However, despite women's significant involvement in the economy, they still face structural constraints that limit their space and productivity. Low levels of formal education, lack of access to training and capital, and limited technology and information are serious barriers. Many women run their businesses traditionally without proper business planning, business legality, and strong market networks. This makes it difficult for their economic activities to develop to a more professional or commercial stage.

In addition, the dual role of being a housewife and breadwinner is also a huge psychological and physical burden. In coastal communities that still hold patriarchal values, women are often expected to prioritise domestic work even though they also work productively outside the home. This social pressure narrows the space for women's participation in broader economic activities that are orientated towards long-term income generation.

Nevertheless, there are also signs of progress and transformation in women's roles in Selayar's coastal areas. Many non-governmental organisations (NGOs), government programmes and local initiatives have begun to focus on strengthening women's roles in the economy, whether through skills training, capital assistance and the formation of joint business groups. Several villages in Selayar already have fisherwomen's groups and women's business groups that are managed collectively and democratically.

Thus, it can be concluded that women's economic activities in coastal Selayar Regency are diverse and play an important role in supporting the family and community economy. Although they still face challenges, women in coastal areas have shown extraordinary capacity, perseverance and resilience in managing local economic potential. Continued support from various parties is needed to strengthen and expand their role in regional economic development in an inclusive and sustainable manner.

B. Economic policies implemented by the government on women's activities in the coastal areas of Selayar district

The government has a very important role in encouraging the economic empowerment of communities, including women's groups living in coastal areas. In Selayar District, which is geographically an archipelago with a vast coastline and rich marine resources, economic policies aimed at improving the welfare of coastal communities are very

strategic. Within this, attention to women's participation in economic activities is an integral part of inclusive and sustainable development efforts.

In general, the Selayar Regency government's economic policy towards coastal women focuses on two main aspects: economic empowerment based on local potential and increasing the capacity of women's human resources through training and business facilitation. The local government recognises that women in coastal areas not only contribute as housewives, but also as important actors in the informal economic sector, particularly in fisheries, coastal agriculture, seafood processing and micro, small and medium enterprises (UMKM).

One of the concrete policies implemented is a training programme on productive economic skills, such as seafood processing, handicrafts from marine waste, local food processing, and small-scale business management skills. Through the Department of Marine Affairs and Fisheries, the Department of Cooperatives and MSMEs, and the Department of Women's Empowerment and Child Protection (DP3A), the Selayar government routinely organises trainings aimed at improving the ability of coastal women to run businesses more efficiently and produce more income coastal women to be able to run businesses more efficiently and generate added value from the potential of local natural resources.

In addition, in order to increase women's economic independence, the local government also runs a micro business capital assistance programme and mentoring for women's business groups. This programme is provided to groups of fisherwomen or fisherwomen's wives who have formed cooperatives, joint business groups (KUBE), or fishery product processing and marketing groups (Poklahsar). This assistance is usually in the form of cash, production equipment or raw materials, and is accompanied by technical and managerial assistance to ensure business sustainability.

The Selayar District Government has also integrated pro-women economic policies through the development of community-based tourism villages, particularly in coastal areas with marine tourism potential. In this programme, women are involved as active actors in the management of homestays, the provision of local specialities, tourist services and the production of souvenirs. This not only creates new jobs, but also strengthens the role of women in the service-based economy and local culture.

In addition, gender-based economic development policies are also the focus of regional development planning through planning documents such as the Regional Medium-Term Development Plan (RPJMD). The Selayar District Government has started to implement a gender mainstreaming

approach in every policy, including in gender-responsive budget allocations. This aims to ensure that women have equal access, participation, control and benefits in every development programme, especially those related to the economy of coastal communities.

In an effort to encourage women's economy, the local government also collaborates with non-governmental organisations (NGOs), universities, and the private sector. For example, through CSR (Corporate Social Responsibility) partnership programmes, several local fisheries or tourism companies provide training, business capital, and market access for women entrepreneurs on the coast. Meanwhile, universities and NGOs are often involved in research, training and mentoring activities based on local data and needs.

Other policies that are supportive but indirect in nature are the development of supporting infrastructure for the economic activities of coastal communities, such as the provision of fish auction sites (TPI), construction of jetties, road access to coastal areas, and clean water and sanitation facilities. This infrastructure is very important to support the smooth distribution of products, the efficiency of working time, and the improvement of the quality of life of fishing families, in which women have a central role.

However, the implementation of these policies is not free from various challenges. One of the main obstacles is the lack of gender-disaggregated data in economic development planning, so that policies often do not fully target the specific needs of women in coastal areas. In addition, there are still limitations in terms of monitoring and evaluation of the effectiveness of the programmes implemented, and there are still gaps in access to information for women living in remote areas or small islands.

In closing, it can be concluded that the Selayar Regency government's economic policies towards women's activities in coastal areas have been directed towards empowerment, capacity building and the creation of new economic opportunities. Although not yet fully equitable and optimal, these various policies have opened up space for women's participation in regional economic development. Going forward, synergies between stakeholders and an approach based on the real needs of coastal women are key to strengthening these policies to be more inclusive and sustainable.

C. Women's activities in supporting the family economy in the coastal area of Selayar Regency

Women in the coastal area of Selayar Islands Regency play a very important role in supporting the family economy. In the context of the lives of coastal communities who

generally depend on marine products, economic activities are not only carried out by men as fishermen, but also involve women in various productive sectors, both directly and indirectly. The presence of women in the family economic cycle is the main foundation for household economic resilience and broader local development.

1. The Dual Role of Coastal Women

Coastal women in Selayar often fulfil a dual role as both household managers and economic actors. They are not only responsible for domestic work such as caring for children and managing family needs, but are also actively involved in seeking additional income. This role becomes even more important when the husband's catch is uncertain due to weather factors or changing fishing seasons. In this situation, the role of women becomes the main support for the family's economic sustainability.

2. Seafood Processing Activities

One of the main activities of coastal women is processing seafood brought by their husbands or relatives. They produce various types of marine products such as salted fish, shredded fish, fish crackers, shrimp paste, and various other marine fermentation products. These products are then sold in local markets or deposited in stalls and village cooperatives. These processing activities allow the catch to not only be consumed directly but also have added value that can increase family income.

In addition, women are also involved in drying and packaging seafood, such as seaweed and squid. These activities are carried out both individually and in joint business groups (KUBE) formed on the basis of togetherness and support from the village government or local women's organisations.

3. Buying and selling and micro-enterprises

Coastal women in Selayar are also active in micro-enterprises such as opening grocery stalls, selling snacks, sewing clothes, and producing handicrafts from local materials (for example, seashells or coconut waste). Some women also sell traditional cakes at the weekly market or at social and religious activities in the village.

These trading activities are usually managed at home or conducted on a mobile basis from house to house. These micro-enterprises are generally started with little capital, often from family savings or from the proceeds of a mothers' group social gathering. In some cases, they also have access to loans from village women's cooperatives or assistance from the local government.

4. Participation in Women's Business Groups

The presence of women's business groups is an important platform for women's economic activities in coastal areas. In these groups, women not only share their experiences, but also receive training in business management, production skills, and access to marketing. In Selayar District, groups such as Poklahsar (Fishery Product Processors and Marketers Group) and KWT (Women Farmers Group) are quite active in supporting women to become more economically independent.

Through these groups, they produce goods together and sell them on a profit-sharing basis. The group-based approach also makes it easier for the government to channel assistance such as production equipment.

5. Involvement in the Local Tourism Sector

With the development of the tourism sector in several coastal areas of Selayar such as Bontosikuyu, Bontoharu and Benteng, women have begun to take part as tourism service providers. They run homestay businesses, cater for local seafood specialities, and sell souvenirs and handicrafts to tourists.

Women are also involved in community-based tourism management training, which encourages them to play an active role in creative economic activities that are environmentally friendly and sustainable. In this context, the role of women is not only to make money but also to introduce local culture to the outside world.

6. Resilient Social and Economic Contributions

Amidst challenging geographical conditions and limited access to resources, the coastal women of Selayar Regency have shown remarkable resilience. They are able to adapt to fluctuating economic conditions, manage makeshift resources and remain productive despite limited education or technology. Women are central figures in household economic decision-making and family financial management.

Some women even take over the main role in fulfilling family needs when their husbands are unable to go to sea due to bad weather or health conditions. In these situations, they not only seek additional income, but also manage finances, create survival strategies, and manage the family's finances.

D. Appropriate coaching for women living in the coastal areas of Selayar Regency

Women in the coastal areas of Selayar Islands Regency play an important role in maintaining family economic security and the sustainability of the maritime environment. As part of the coastal community, they not only fulfil domestic

roles, but are also active in productive activities such as seafood processing, micro-enterprise management, coastal agriculture and participation in the local tourism sector. However, these roles are still limited by constraints such as low access to training, information, capital and technology. Therefore, appropriate coaching is key to promoting sustainable women's empowerment in Selayar's coastal areas.

1. Participatory and Contextual Approach

Effective coaching for coastal women must be based on a participatory and contextual approach. This means that coaching programmes should not be uniform or top-down, but should be tailored to local conditions, the real needs of women, and the culture of the local community. The government and assisting institutions need to involve women in the process of planning, implementing, and evaluating the programme. By actively involving women, coaching will be more targeted and encourage a sense of ownership of the programme.

For example, in some coastal villages such as Bontosikuyu and Bontoharu, women have local wisdom in processing fish and marine products. Training programmes or processing technology assistance should be directed at improving the quality of existing products, not replacing them with methods that are not in accordance with local customs.

2. Productive Skills Training Based on Local Potential

One important form of coaching is productive economic skills training based on regional potential. In the coastal areas of Selayar, marine products such as fish, seaweed, shellfish and squid are abundant. Women need to receive technical training on hygienic, innovative and high-value seafood processing.

This training should also include aspects of small business management, product packaging, marketing strategies (including digital marketing), and simple financial records. With these skills, women can improve product competitiveness and expand market reach.

In addition, coaching can include non-conventional skills such as homestay management, catering services for tourists, or the production of souvenirs based on local materials. This is particularly relevant to the growing potential of marine tourism in the Selayar Islands.

3. Strengthening Women's Business Groups and Networks

Coaching orientated towards institutional strengthening is essential for creating business sustainability. Joint Business Groups (KUBE), Women Farmers Groups (KWT) and women's cooperatives need to be strengthened through

leadership training, organisational governance, as well as market networks and partnerships.

In addition, networking between women's groups from different villages can also be facilitated through regular meetings, product exhibitions, or community digital platforms. This allows for experience sharing and business collaboration, while strengthening the solidarity of coastal women at large.

4. Access to Capital and Financial Literacy

The main obstacle for women in developing businesses in coastal areas is limited access to capital. Therefore, coaching needs to be accompanied by education on various financing schemes, such as the People's Business Credit (KUR), capital assistance from the Office of Cooperatives and SMEs, or empowerment-based village funds.

Financial literacy should be part of the coaching programme, so that women are able to plan business finances, manage household expenses, and set aside profits for savings and business development. This is important to build family economic independence and sustainability.

5. Strengthening Gender Awareness and Women's Leadership

Good coaching is not only technical, but must also touch on aspects of women's critical awareness of their roles and rights. Many coastal women have been carrying out important roles but are not considered as decision-makers in the family or community. Therefore, coaching needs to include training on women's rights, household conflict management, and community leadership.

Encouraging women to be involved in village consultative meetings, the Village Consultative Body (BPD) or community organisations will expand their space to determine the direction of development in their communities.

6. Education and Information Technology

There are still many coastal women in Selayar who do not have access to adequate education, so coaching should also provide basic education and training in simple information technology. Currently, opportunities for digital marketing of products through social media or marketplaces are increasingly open. Women need to be equipped with skills to use mobile phones, create simple content and manage business accounts independently.

This activity can be carried out in collaboration with educational institutions, universities, or local technology communities that care about women's empowerment.

V. CONCLUSION

Coastal women in Selayar Regency play a vital role in supporting family and community economies through activities such as seafood processing, trade, small businesses, community-based tourism and coastal agriculture. Despite their significant contributions, women still face barriers such as limited education, access to capital and the burden of multiple roles. However, support from NGOs, government and local initiatives are starting to boost women's empowerment. With capacity building and ongoing support, coastal women have the potential to become the driving force of a resilient and inclusive local economy.

The Selayar Islands District Government has implemented various economic policies to support the empowerment of coastal women, particularly through skills training, capital assistance, business group strengthening and integration in the local tourism sector. These efforts are conducted through relevant agencies and collaboration with NGOs, universities and the private sector. Despite challenges such as the lack of gender-disaggregated data and limited access to information, this policy shows progress in encouraging women's independence and active role in coastal economic development. For optimised results, a more inclusive and needs-based approach is needed. Coastal women in Selayar Islands Regency play a dual role as household managers and productive economic actors.

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Citation of this Article:

Prof. Dr. Andi Nur Insan MSi, Dr. Patta Rapanna MSi, & Dr. Hernita SE. MM. (2025). Economic Development of Female Communities Based on Extraordinary Human Resources on the Shore of Selayar Regency Indonesia. *International Research Journal of Innovations in Engineering and Technology - IRJIET*, 9(7), 56-64. Article DOI <https://doi.org/10.47001/IRJIET/2025.907006>
