
**WOMEN'S EMPOWERMENT OF FISHERMEN COMMUNITY BASED ON
LOCAL POTENTIAL (A CASE STUDY IN GROUP RAMADANI, KAMPUNG
BAJO, KAB. BONE)**

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Abstract

This study aims to describe the forms of women's empowerment activities based on local potential. The research identifies the factors supporting and inhibiting the activities of women's empowerment in the group based on local potential in Kampung Bajo Ramadani. This research used descriptive method. The object of this study is women who are members in Group Ramadani. It is located in Kampung Bajo, Kab. Bone. Data collected through observation, interviews with select ten people as informants and used documentation. Data were analyzed using qualitative analysis. The results showed that the forms of women's empowerment activities based on local potential in Kampung Bajo Ramadani group are making shredded tuna and sewing activities. Factors supporting the manufacture of shredded tuna activities undertaken by the Group Ramadani at Bajo villages are: production potential, production facilities and equipment. While the inhibiting factors are: access to venture capital and marketing. The factors supporting the sewing activities undertaken by the Group in the village of Bajo Ramadani are motivation and participation from businesses while inhibiting factors are infrastructure and institutional.

Keywords: *Empowerment, Ramadani Group, Local Potention*

Background

Indonesia is an archipelago that stretches from Sabang to Merauke. The numbers of islands recorded as many as 17.058 pieces with marine area 5.8 million square kilometers, and a coastline 81.000 kilometers (Murdiyanto, 2004). This indicates that waterfront or coastal there is a space inhabited by fishing communities. One of the long coast and occupied several fishing communities is Bone district and one of the existing fishing communities namely fishing communities Bajo District of Eastern Tanete Riattang.

The fishing communities are the people who live, grow and develop in coastal area, namely a transition area between land and sea. There is no natural condition which the most attractive as tourist destination besides in the water. Because the water in the past is the transportation path throughout the coastal region and always found historic site as a cultural attraction.

The majority of fishing communities' live in Bajo village are catching fish. Appropriate course of history might that people in Bajo village in the field of marine and named human sea, has a character of its own in processing and exploiting natural resources. Besides that fisherwoman has important role in contributing to help ease the fulfillment of the demands of everyday life needs of their household.

According to Kumar, said that woman in the fishing household has an important role in the field of fisheries in maintaining the social structure of household and their communities, but they remain unknown and their role are undocumented (Kusnadi, 2009). It shows that the potential of woman in Bajo village has not been fully exploited or empowered in current development or in deciding policy, whereas the ratio of the population is almost balanced. In anticipation of these circumstances it should be pursued woman's empowerment program in fishing communities based on local wisdom.

One group of woman's empowerment contained in Bajo village namely Ramadani

Group. This group was formed at the initiative of the woman in Bajo village. They want there are activities that are done to increase the family income. So that in 2002 this group was formed, because it coincided with the holy month of Ramadhan so was given the name "Ramadani Group". With the expectation in order to the woman in Bajo village that have been marginalized and have not been touched by the variety of programs from government could increase the value and dignity of women.

At the beginning of establishment of Ramadani group have many members but now only about 20 people who are active, because due in part chose to place the husband work and there are also died. Ramadani group in its activities trying to harness local potential owned Bajo village through program of making shredded-shredded tuna, sweing activity.

The activity of making shredded-shredded tuna by Ramadani group was done based on the ideas of their member that Bajo village has the potential of fisheries production is very large especially of tuna. The amount of tuna production gives the opportunity for industry growth of fish processing in the area.

While the seweing activities was done by Ramadani because initiative of fisherwoman who have the expertise and sewing skill and take the advantage of empty time. Based on the explanation above so it is important is held the study of Women's Empowerment of Fishermen Community Based on Local Potential, in this case as related social study Ramadani group that can be used as material consideration of government in the area relevance with processing area and empowerment women in the Bone district.

In order to this study is more specific the writer would restrict the formulation of problem as follows:

1. How the forms of utilization of women's empowerment activity based on local potential toward Ramadani group in Bajo village?
2. What factors that support and hinder toward utilization of women's empowerment activity based on local potential toward Ramadani group in Bajo village?

A research would be considered effective, if able to show its significance in both academic and social community. So can give the poerfeul effect theoretical, methodology, and empirical for academic interest, especially in the social sciences especially for the obserever of woman is expected the woman has large opportunity to develop the variety its own resources, so the purpose to achieve economic independence can be achieved.

Beside that, this research is based on the objectivity of the data obtained, so can give significant benefit, as follows:

1. As a contribution thoughts and ideas in development of science, especially social science.
2. As a literature for women and social practioner in particular and society in general.
3. As the analysis about issue of women's empowerment of fishing communities especially for local government policy.

Method

This research is a case study. By the purpose to get data and information as many as possible about the subject matter discussed. While the types of the research are descriptive-qualitative aim to describe objectively and naturally appropriate the facts in the field. Descriptive research is research is just to describe the number of variable that has relevance with the problem and unit which is studied (Suartono, 2014).

Based on the research that is done in fact the data and information which is needed relating to subject matter of researcher so was obtained 10 people form Ramadani group (5 the making of shredded fish and 5 people from sewing activity) as key informant while

community leader such as village head and citizen of Bajo village as informant supporter.

The selection of informant follow snow ball pattern (*snow ball sampling*). The data collection will be discontinued when from the data sources is not found again a new variety. By this concept, the number of data sources is not a major concern, but the thoroughness information acquisition by the existing diversity.

The technique of collecting data obtained in research to obtain data and information needed, including:

1. The non-participant observation, namely just directly observing the object of research situation related to the research problem.
2. In-dept interview, interview technique which is used conduct asks and answer directly to informant involved in this research. This interview technique is done by writer by writing or record by referring to the list of questions that have been prepared previously.
3. Documentation namely the data collected through documents realting to research problems.

Based on the approach that ia used in this research is a qualitative approach so the data analysis technique used is inductive-qualitative analysis technique, where qualitative research does not seek evidence to accept or reject a hypothesis which is formulated before the researcher entering the field.

Results and Discussion

A. General Situation of Research Location

Location of the research was done in Bajo village, which is one of eight villages in the district Riattang Tanete East. Bajo village is located on the edge of the eastern coast of South Sulawesi in the gulf of Bone and area of harbor that connect between the eastern coast of South Sulawesi to the west side of the coast of North South Sulawesi, 6 km east side of Bone city. The boundaries of the study as follows:

- 1) In the North: Village Lonrae
- 2) In the South: the Village of Kading Barebbo District
- 3) In the West: Cellu Village
- 4) In the East: Bone Guf

The only village that became the village of Bajo is a Bajoe village. Subdistrict East Tanete Riattang divided six environments that are Appasareng, Pao, Bajo, Rompe, Tengnge and Macedde with an area of approximately 5.58 km².

Bone Gulf region that is the residence of Bajo people, who are now settled since time immemorial and has become the land of their ancestors, who eventually named Bajo village. These areas include has moderate climate, air humidity about 95% -99% with temperatures ranging from 26-430C. State of temperature relatively the same in all districts.

In topography, Bajo village relative to the expanse of ocean is the source of people's livelihood of Bajo. The oceans are also used for the port area connecting between the two coasts.

Based on the characteristics of its natural resources, the study area can be categorized in four areas, namely:

- 1) Fisheries Region, which covers the entire of Bajo village in the Bajoe village, this is the dominant livelihood for the people in Bajo village and surroundings.
- 2) Economic region, which are along the road of Bajoe, many emerging new restaurants and shops. This is because the residents of Bajo village increasing and have a steady income. This area is the center of the economy where there are stalls

or shops, restaurant "Seruni" and restaurant "Bone Gulf", a place of recreation, Karoeke, and there is also a fairly active market.

- 3) Tourism Region, namely the Bajoe harbor used for refreshing place for the community of Bone, both among teenagers and among parents. Besides that, there are also making a bridge that connect between the port of Bajoe and Cappa Ujung port. In addition, it also has a well or *bubung tappe'e* frequented by the Bone people. This area allows it to be used as a tourist area.
- 4) Agricultural Region, located in along Tengnge environment and Macedde approximately \pm 300 Ha.

Most of people in the Bajoe village come from ethnic/Bugis tribe and Bajo that Muslim majority. There are 8 mosques to praying, educational facilities such as school buildings 4 pieces, 2 pieces of high school buildings, health care facilities such as health centers 1 piece / Polindes 1 unit.

The atmosphere of the people of Bajo village still marked by the principle of mutual assistance and kinship. This activity is still visible at certain times namely at the time of execution of agricultural land, communal work, road construction, home-making and so on. Likewise ceremonies are preserved example campaniga ceremonies (birth), the marriage ceremony, *matula'bala* ceremony, the ceremony down to sea and funerals.

Differences of social status held by individuals in the community, and the assessment that occurs in each status will determine awards and honors in interacting with same individuals or other groups. The factors that determine the social status of individuals or groups in the community is a lifestyle or the way of life, education or formal training with connect to the ability of attitude and activity, the origin of descent, and the prestige of the job. But in the life of people in Bajo village has interconnections that can reduce the process of mutual separation between social classes.

B. Presentation and Analysis of Data

After the research success to collect the data by interview method, observation and documentation, it will be conducted the analysis of the research results with approach and qualitative descriptive techniques, it means researchers will describe, elaborate and interpret all the data collected so that it will be obtained information and pictures that are holistic.

The results of the research are located in Bajo village to see the extent of utilization of the women's empowerment of fishing communities based on local potential contained in Ramadani Group, with the following problems:

a. Forms of Activity of Women's Empowerment Based on Local Potential in the Ramadani group in Bajo Village

One of the characteristics of the coastal women or families of fishermen is managing fishing effort. The role and involvement in managing fishing effort is done by exploiting the potential of result of the catch of fishermen. Departing from the fishing effort till arise an idea to establish a women's activities. It is a progressive effort to improve results and increase the income of women Bajo village. Then one of the forms of woman's empowerment is expected can create creativity that is sustainable.

The women's empowerment based on local potential contained in Ramadani Group, was originally formed in 2002, initiated by Mrs. NU, such as excerpts from the result of interview as follows:

"The beginning of the establishment of Ramadani group is the initiative of the women in Bajo village who feel the need additional activities and could help their husband to earn additional income to cover the needs of family life."

The member of the Ramadani group consisted of mothers who previously did not have activities or partially unemployed. Around 2002 precisely Ramadan, one of informant

who is currently the chairman had a suggestion to form a Ramadani group. The idea was approved by the mothers and the local community. The purpose and goal to form the group that is to raise mutual grindstones togetherness, foster each other and complement each other. In addition to always maintain unity and mutual cooperation among members and facilitate mothers Bajo village to increase knowledge and creative skills in doing business. In addition, the chairman of the Ramadani group invites members to always strive to conduct business in order to help reduce the burden on families so can increase the income and welfare of the family.

The existence of Ramadani group as a positive place to provide the knowledge and skills for women. In this case Ramadani Group acts as a motivator, facilitator and communicator in empowering women in Bajo village.

Furthermore, the activities which are held are expected can work successful and lasting in the long term as an effort to increase the family income of the members of Ramadani group. Besides that, it is also able to increase knowledge and skills of the members of the Ramadani group so can be useful for life in society.

Ramadani group is one of women group who are successful in implementing the woman's empowerment. The success can be seen from the implementation of the programs done by the Group "Ramadani". Some programs that exist in the group include:

- 1) Manufacture of shredded fish
- 2) Making Fish Crackers
- 3) Making Meatballs Fish
- 4) Activity Tailoring

Activity program carried out is supported by local resources that exist in the local environment. Currently the Ramadani group has a superior product is the production of shredded fish and sewing activities. It is based on the potential of natural resources there is support for business activities that lead entrepreneurial one of example-shredded tuna, while the manufacture of crackers and fish balls are not working. Based on result of interviews several informants said that crackers and fish balls do not run till now because of lack of response from the community and how to make very difficult especially fish crackers. Therefore, the authors conducted a research just about the making of shredded tuna floss and sewing activities.

Making Abon-shredded Skipjack

Bajo village is one of the villages that have the most fish, especially the types of tuna. Tuna is a fish that is favored by many people, because the meat is dense and soft and delicious. Tuna is also has good taste and tasty, was very well consumption because it is very beneficial for health. The nutrients found in tuna is a high protein content plus omega 3 which is very good for health as well as the growth and development of the child.

Intake of tuna at sea carried out by the fishermen, and is usually given to the processing of tuna made into a floss-shredded. The amount of the tuna fish production marked the prospects for fish processing in Bajo village relatively well and provide opportunities and possibilities for the growth of the fish processing industry in the area was good scale, traditional and industrial scale. So that members of the Ramadani group took the initiative to cultivate tuna be shredded tuna. In general it can be described through the following stages:

- Preparation of Raw Materials
Preparation of raw materials in the processing of tuna be-shredded generally done through a process of selection of raw materials tuna, preparation of equipment and materials, frying and packaging. Raw materials must be prepared composed of material essentially is tuna and spices (citronella, galangal, ginger, coriander, cumin, chili, turmeric, onion, garlic, lime leaves, bay leaf, sour, sugar palm, and salt). For the

processing of tuna be-shredded, usually prepares processing equipment such as: a knife for cleaning fish, frying, pan for steaming, pressing tools and stove. The equipment obtained assistance from the Department of Fisheries and Ocean Department Bone. All members are required to keep and maintain and then utilize the equipment properly and wisely. Firstly, wash the tuna by water so that the fish was really clean, then put in a basket and drained.

- Solving Production

Tuna produced beshredded liked by the people because it has a distinctive taste. In the production process is not too complicated. After the fish washed and then steamed for 30 minutes depend on a lot of fish.

Once steamed fish then separated from the skin and thorns. Then the fish pounded not softly and then mixed with spices that have been crushed like citronella, galangal, ginger, coriander, cumin, chili, turmeric, onion, garlic, lime leaves, bay leaves, sugar palm, and salt. After the fish and spices mixed were even and then dried until a half dry, then fried until browned, then removed. In order to the oil will be filtered by the fish then pressed using a pressing machine and sprinkled the garlic on the top and ready to be wrapped or packaged.

Packaging and irregularities should really be considered so-shredded shredded could last a long time, usually can last 3-5 months. Then packed or wrapped in plastic packaging (size: 100 g and 200 g), there is usually wrapped in plain packaging or consumer demand sometimes wrapped in packaging that has the label.

The role of Ramadan group is to improve the knowledge, one of skill as a motivator. It is to raise awareness of rural women to develop the potential and assist in exploring self-motivation. The administrators of Ramadan's group effort to make participation actively in development activities, specially the production of shredded fish. So that development activities are often included in activities Development Exhibition held in the regency each year. It is as expressed by the "TKE" as follows:

"We as administrators try to give a spirit each other as member to participate actively in the activities of the producer of shredded tuna. With the togetherness so often we are invited to participate in the activities Building Exhibition which held in each year by the local government. This is one of our efforts to have women to be active in these activities".

Besides that, Ramadan Group's also as a facilitator in improving the knowledge and skill all of the member in handle the processing and preserving fish. That will do through training and guidance related to those activities that will be taught to the members. The boards prepare the facilities and infrastructure which needed in each direction and new skills for the members. For example administrators prepare the ingredients in the making of processed fish, prepare a resource, and the provision of places for training. It is not just entirely doing by the managers but the participation of the members to support the implementation of the training. The members decide what activity needs and interests. The administrators facilitate what the needs of its members. Like "SMR" said:

"... Usually when there is training on processing or preserving fish, administrators are preparing for every their need. In 2013 was held training on processing and preserving fish, which works with local governments. The administrator facilitating all of the materials the member needed. On average the mothers here interested if there are such training".

The existence Ramadan group's than as a facilitator as well as a communicator. In this case as communicators, the administrators are receiving and giving the information to all of the members. This information comes from public and private institutions in supporting the activities undertaken by the Group Ramadan. Ramadan group can be

trusted by some of the partners to be a vehicle for empowerment intact and recognized. As expressed by the chairman of the Group of Ramadani "NU" that:

"Thanks God now the shredded tuna is already known to many people, before that there is no people know it. Time by time a lot of people outside from Bajo village who buy and try it".

The existence of this group of women's empowerment has been activator, booster and precedent. The spirit of the members and community supporting make this group did well. Besides the existence of this group became one of the educational programs and the empowerment of rural women.

This implementation of the Ramadani group in other than the spirit of the administrator and members, there is also support from the government and private sectors. For example, the Health Department has given permission label health to Ramadani group about procedure of shredded tuna, Cooperatives in 2015 held a training on institutional strengthening. In addition, the private sector was also able to encourage and support the product development efforts-shredded shredded tuna and other skills enhancement conducted by the Group of Ramadani. As revealed by "KRT":

"Not infrequently we were invited by the Industry and Trade, Department of Fisheries and other agencies to participate in various training to augment our insight. In addition there are also private parties who helped us to make products that we produce are of good quality, as for example in terms of packaging and durability of the product".

The research concludes that women produce shredded tuna in Bajovillage had a role and strategy in an effort to empower and is expected to increase revenue and the local economy of Bajo village.

Sewing.

The members of the group Ramadani not only conduct the business of making shredded tuna but they also do sewing in accordance with their interests, needs and abilities of each of its members. However, each member also needs to learn from each other and giving a learn each other to gain knowledge and skills related to business activities conducted. As proposed by the Chairman of the Group Ramadani, that:

"We as administrator just facilitate the members to develop business activities are conducted in accordance talents and interests. Because there is also have a talent for sewing."

Sew is basic skill of considerable potential as a source of income. Moreover, amid the increasing needs of life and the increase of variousprimer, encourage each family to leverage existing resources. Women or girls in Bajo village who works this empowerment program in order to provide additional income for everyday purposes.

Socio-cultural lifestyle in Bajo village is not too out of the urban atmosphere, but it is true that the infrastructure they are few. To buy clothes, usually need to go to the store located in the city, while the number of tailors in the village of Bajo is still limited in number.

Therefore women Kampung Bajo has initiative to open a sewing through group activities Ramadani which will be very useful for the people around otherwise it will become self-sufficient and can meet their needs. As stated by one of the members "RMW":

"Here there are seamstress or convection clothing stores, when we want to buy clothes or clothes, we had to town. So we took the initiative to open a sewing activities, clothing worn both for themselves and for others. Such activities can meet the needs of life and family and social functioning in the community. "

After walking several years and already benefit a lot and it has been widely known by the public so that members of the group Ramadani started to buy special machines, for

example machines som used to pleat, machinery pairs of buttons used to pleat buttons, and machines over dec lace used to provide decoration on the edge of the neck, sleeve edges and so on.

Ramadani has product group activities such as sewing clothes, curtains or drapes and tablecloths. Usually the group members Ramadani sew like batik clothes for women and men, dress shirt collar and party. Sometimes the party dress adorned with embroidery starts with the price of Rp. 150 to Rp. 250. This was disclosed by one informant "Bte" that:

"A lot of neighbors who sew here because the price is affordable. If for a party dress starting price of Rp. 150 to Rp. 250. One pair and depending on the model and material. Usually it was expensive because decorated with embroidery and beads."

The Women of Bajo village has sewing skills which is a grace, because in addition to making a variety of clothing itself also can earn revenue from these skills. The stages are done in sewing clothes, as proposed by an informant "HST" as follows:

"The first step in sewing clothes is to measure the weight by using a measuring instrument measuring tape, measure the circumference covering body weight, waist circumference, and width of chest, back length, hip circumference, and long skirts and so on. The next step to draw a pattern, and then by cutting a pattern in the following way: put the front body pattern on the fabric folds, then put the body pattern back and arms on the other side of the fabric is further cut the material exactly at the pattern. Then, after the fabric is cut according to the pattern, then sew the fabric according to the model wanted. "

The most important thing in the activity of sewing is perseverance and patience that must be owned by the Group Ramadani. Besides, it also had to have the nature of consciousness. That awareness has been raised by the Group of Ramadani by inviting the members to be active in the community. The business activities proved also able to increase their participation in improving the welfare of their families.

b. Factors Supporting and Inhibiting the Activity-Based Local Potential of Women in the Ramadani group in Bajo village.

The woman's empowerment is managed by a group Ramadani, both for making shredded tuna and sewing activities, has many problems faced by internally or externally. Based on interviews with informants that there are factors that influence (support and hinder) the empowerment of women by groups Ramadani, among others:

a) Production of shredded tuna

Supporting Factor→

1. Production Potential

Bajo village has the resources, especially marine resources of livelihood to meet their needs. So that fishing is the dominant livelihood for the people of Kampung Bajo. This is an opportunity for the Group Ramadani to use it as one of the supporting factors in efforts to empower women through the production of shredded tuna. This activity is also no support from the local government to continue to assist and to provide guidance to the Group Ramadani.

The survey results revealed that the production of fishery Bajo village potential fisheries production is very large, especially the types of tuna that rated as a contributing factor. Raw materials are suitable for use in the prduction of shredded tuna is a fish fleshy should also have crude fiber and do not contain a lot of thorns. The fish meat also should be fresh, bright meat color, meat feels springy, and do not stink. This was disclosed by "Mwh", that:

"... Here a lot of fish in the sea, especially the type of tuna. So that the tuna fish made

into floss shredded, because tuna is thick and has fiber. So shredded tuna has a sense of its own characteristics. People here prefer shredded-floss made from tuna than in other fish species. ‘

Raw materials procurement business shredded production shredded fish performed by the Group Ramadani obtained from fish auctions in the Port Bajoe. However, if the raw materials are not available the place is, the raw material can still be obtained from the fish auction in Panyula. The process of purchasing raw materials is usually done by an order first, and then the suppliers will hand-deliver the raw materials to the production location.

Business development shredded tuna are managed by the Group Ramadani basically one effort to develop marine biotechnology processing industry as raw materials for the food industry and food industry. The potential for marine fisheries in Bajo village has good prospects and favorable for business development, in particular for product shredded tuna.

2. Production Facilities and Equipment

Other supporting factors are production facilities and equipment is adequate. It can be seen that the production process of shredded fish does not require its own specific place of business. Therefore, the production process can be done on an industrial scale household, for a variety of production equipment required. As business shredded tuna contained in Bajo village managed by Ramadani Group only has a building area of 25 m² entirely. The building area of the production facility includes production space, washing space, as well as the engine room and production equipment.

Production shredded tuna carried out by Ramadani group using simple tools or with semi-mechanical equipment. Simple tools that can be used as Badeng used as a container in the process of boiling the flesh of fish, pans and scooper used in frying process shredded fish with onion, stoves used for boiling fish and frying shredded fish and onion, knife tool used for weeding and cutting fish, as well as peeling and slicing onions, winnowing is used as a seasoning mix with fish that has been torn apart and so forth.

Meanwhile, a number of equipment semimechanical commonly used in the manufacturing process shredded fish, such as: pressing machine used to remove the water in the fish that has been boiled (pressing I), and dispose of cooking oil will be shredded the fish that are deep fried (pressing II), the grate machine used to grated coconut and galangal, and sealer (appliance packaging) used in product to packaging the shredded tuna. With the production facilities and extensive equipment makes Ramadani group can produce shredded tuna with the best quality.

➤ Obstacles

1. Business Capital

Capital is one of the staples to carrying out productive economic activities, as expected to affect earnings and family income. Capital can be material, such as investment fund business, labor and fixed costs while immaterial intangible capital such as motivation, mental attitudes, knowledge, skills, social network relationships, desires or expectations.

From the results of a study by the informant, it is known that the achievement of the facilities and working capital is needed by the Group Ramadani. Although there has been no financial aid from the local government but it was not enough to develop the business because this business needs a lot of funds.

One of venture capital support that ever received by the Group Ramadani is people's business credit (KUR). But the assistance of the group is not work until now because unable to pay each month. This was disclosed by a member of Ramadani group "Rhi", saying that:

"We ever get funding through the KUR but it is not work well because we could not pay the interest while we are here also do not have our own capital. The assistance

is very helpful for the provision of capital but for nowon it never get help from the government anymore "

The results of the interview, the author state that product of shredded tuna carried out by the Ramadani needed a lot of capital support from government authorities mainly to increase the capital requirements at the time of soaring consumer demand.

2. Access Marketing

Along with the number of increasing population, the modern life that demands everything to going fast and limited time, thus reinforcing the reason the market demand for products processed fast foods, including shredded tuna. The level of consumer society toward shredded tuna product also can be increased.

Indications of increased demand is in line with the information from the group Ramadani which is stating that the potential demand for the product shredded tuna is actually relatively high for an existing order can not all be met despite increasing production volume.

Thus, referring to the potential market, then making business shredded tuna have the prospect to be developed. However, the obstacle which is faced by the Group Ramadani is a lot of funds which is unavailable.

Based on the research that the business shredded tuna carried out by Ramadani group in Bajo village already known by the outside community, not just people in Kampung Bajo. The product has been marketed to stores or supermarkets, but the obstacle of this product is there is no marketing distribution or to get into the stores. As expressed by the informant, that:

"... If the shredded tuna has been completed and put into a plastic, usually we sell the shredded only here because we are old woman and don't have transportation.

Besides that, the entrepreneurs of shredded tuna are not ambitious and unactive enough in marketing their products, it is the primary limiting factor for developing this business.

b. Tailoring Event Supporting Factor

1. Business Motivation

Motivation is a process that needs to encourage someone to do a series of events that lead to the achievement of certain goals. The motivation starting from the perceived needs and then causes businesses achieve goals and objectives.

Based on the results of the study, the authors explain that the sewing activities undertaken by the group based on two motivational Ramadani, namely: to increase knowledge and skills and earn income for the family economy. As revealed by "HRN", that:

"... At first I sew clothes for myself, then I am motivated to do activities sew for other people. Since I have the talent, and also it can fulfill the economic needs of families as well as increase knowledge. "

Based on research, the writer state that the activity in sewed as one of the attempt to fulfill the family economy, as expressed by one of the informants who engage in these activities, and also rated as one of the supporting factors.

Motivational factors of women in these activities can not be separated from their talent factor and pleasure, as well as the claim of the informant that they are doing that because it is a great pleasure or delight, and as life to support family or household.

The results also identified that most of the women in the group Ramadani capable and motivated to take sewing activities because there are some who are already courses and there is also learned from her family. Because of the experience they are always encouraged to complete the consumer request.

2. Participation

Participation is one of the concepts or technique in developing programs of community empowerment partisipative. Participation in the empowerment program is needed from all parties as motivated by thoughts of community development programs and activities that come from above or outside the community.

Based on the survey results revealed that women's involvement in the activities of the group Ramadani sew basically quite high, including interest to be involved in various activities such as skills training. With the training, limited knowledge, so they can take benefit as much as possible of all kinds of resources in the surrounding areas, including human resources. Thus the participation factor rated as a contributing factor in the development of the activity of sewing groups in Bajo village Ramadani.

➤ Obstacles

Implementation based on empowerment sewing activities are also an inhibiting factor. Factors inhibiting the activity of sewing done by Ramadani group which the existence of barriers in terms of facilities and infrastructure.

Based on observations in the field, the authors noticed that the facilities such as the sewing machine is still lacking, because a lot of sewing machines are already old and damaged. When the machine breaks, the activity of sewing is stop because no one can fix the machine. Additionally, a place to do sewing inadequate. Because they use the site under the house, as the statement of "Rsm" which states that "... the place is usually used to sew activities, under the house because there was no adequate and strategic place." This has become an obstacle because there is no special place to conduct sewing.

Other inhibiting factors, is the role of institutions. The role of institution is very big in running the government program, which continues to provide motivation for the members who own characteristics and different needs.

Based on result of interviews of several informants that activities of the Group sew Ramadani ever have cooperation with the government before but from now on they didn't accepted any favour from the government or any local authorities anymore. Based on the statement of NU, that:

"Initial formation activity of sewing, ever get help from BKKBN Rp. 500 thousand.

The fund was used to buy equipment and sewing equipment including sewing machines. But after that no more."

From interviews and field observations showed that the role of government policy and not siding with the activity of sewing done by Ramadani Group. If there is cooperation from the government and private sectors, will surely make the sewing activity is more developed and advanced, so it is better known in the outside of the community.

From the several obstacle factors above, the reuirments for a review of every program empowerment activities conducted by the Ramadani Group. This is a shared responsibility, especially the administrators or managers to raise awareness among the members to constantly improve their participation in development programs in order to improve the welfare of society at Bajo village.

From the analysis above, the author uses Structural Functional Theory Talcott Parsons with AGIL scheme. According to Parsons, the function is a collection of activities directed toward fulfilling specific needs or the needs of the system. (Elly M Usman Setiadi & Kolip, 2011: 26). AGIL theory tries to explain the actions of Group Ramadani which in this case focused on the wisdom and potential of locally owned territories. Actions or activities of Group Ramadani is processing shredded tuna and sewing activities.

To answer these problems, it will be explained by using theories of AGIL which is consists of four key concepts, namely Adaptation which is means any member of the Group Ramadani has functions and different jobs suitable about what they need, Goal Attainment which is mean with the functions running by the group then the group has the goals to

achieved, Integration which is mean member of the group Ramadani has their own duty or function and intertwined each other so the entire member ork functionally, and Latency which is mean is with the existence of the purpose to be achieved the group of Ramadani trying to complete each other, maintain and improve the integrity of the group including the activities empowerment. Advantages of using this theory is the writer can see the extent of empowerment for women through the fishermen in Bajo village by Ramadani Group in developing the potential and local knowledge possessed in order to achieve the overriding goal of achieving self-reliance of women, particularly the board and also a member.

To support the theory of AGIL which is proposed by Parsons, the authors use the concept of the goal of women's empowerment program proposed by Riant Nugroho who have four points, namely the ability to engage in development programs, ability to process business, the ability of the leadership, and the role and function in program development of region.

Riant Nugroho line with the opinion that the women in the group Ramadani capable of processing effort of the product shredded tuna and sewing activities so that it can participate in the development the construction of village.

Conclusion

Based on the research above the results can be concluded as follows:

1. Form of women's empowerment activities based on local potential in Bajo village by Ramadani group that is making shredded tuna and sewing activities.
2. Supporting factors and obstacles toward women's empowerment activities based on local potential of the group Ramadani in Bajo villag namely:
 - (a) The making of shredded tuna
Factors supporting the activity of making shredded tuna carried out by Group Ramadani at Bajo village are: production potential and production facilities and equipment while limiting factors are: access to venture funds and marketing.
 - (b) Activity Tailoring Factors supporting the activities undertaken by the Group sew Ramadani at Bajo villages are: motivation and participation from businesses while inhibiting factors are: infrastructure and institutional role.

Based on the description of the above conclusion, it can be recommended the following advice:

1. Woman's Empowerment by Ramadani group in the processing of shredded tuna and sewing activities in Bajo village able to increase revenue and economic family. We expected their awareness and attachment to each member of the group and compactness in running the empowerment program.
2. To the government and other institutions are expected to increase their cooperation and the development of women's empowerment activities undertaken by the Ramadani group in Bajo village. In this case the local government needs to reform the manufacture of products such as crackers and fish balls in order to open new market.

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