Al-Buhuts e-Journal
On Line ISSN : 2442-823X
Print ISSN : 1907-0977
Volume 22 No. 1, June 2026

Strategies for Improving the Economies of Coastal Fishing Families: The Role of Women in the Use of Digital Marketing

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Abstract

The well-being of coastal communities in Indonesia continues to face various challenges due to limited access to technology and low utilization of digital marketing in the economic activities of fishing households. This study aims to analyze the impact of women's role in the use of digital marketing on the household income of fishing families on Lembeh Island, Bitung City. The study employed a quantitative approach using a survey method involving 90 respondents selected through purposive sampling. The data were analyzed using simple linear regression with the aid of SPSS. The results show that women's role in the use of digital marketing has a positive and significant effect on fishing families' income ($\beta = 0.606$; $t = 24.656$; $p < 0.05$; $R^2 = 0.874$), indicating that 87.4% of the variation in family income can be explained by this variable. These findings expand the body of research on the economic empowerment of coastal communities through the integration of women's roles and the use of digital technology in small island regions vulnerable to economic uncertainty. The novelty of this study lies in its empirical examination of the relationship between gender roles, digital marketing, and the economic vulnerability of coastal communities—a topic that has rarely been studied quantitatively in Indonesia. This study confirms that strengthening the digital capacity of coastal women can be a key strategy in improving the well-being of fishing families. Therefore, policies are needed to support the improvement of digital literacy, community-based marketing training, and the provision of technological infrastructure to drive sustainable local economic transformation.
Keywords: Women's roles; Digital marketing; Income; Household economy; Coastal communities

A. INTRODUCTION

Poverty among fishing households in coastal and island areas remains an unresolved structural problem, despite the national fisheries sector's significant economic potential. Sole dependence on catches makes fishing household income highly vulnerable to seasonal fluctuations, high waves, and strong winds, causing their well-being to fluctuate according to unpredictable natural conditions.Abdillah et al., 2026; Nanlohy et al., 2026This vulnerability is exacerbated by limited market access and long distribution chains, especially in small island regions that are geographically isolated from trade centers. Under these conditions, fishing households are required to develop livelihood strategies that no longer rely on a single source of income,

because family economic resilience can only be maintained if there is a diversification of productive activities that support income when fishing activities decline (Arkanudin et al., 2026; Purwanti et al., 2026).

Low levels of community income are one indicator reflecting the persistently high levels of poverty and low welfare in a region (Purwanti, 2024). This condition is still prevalent in coastal communities, the majority of whom work as fishermen. Dependence on the fisheries sector makes fishing households more economically vulnerable than other community groups because income is heavily influenced by natural conditions and seasons (Chandriyanti & Fahrati, 2020; Novira et al., 2024; Saniah et al., 2023). Data from the Central Statistics Agency (BPS) shows that in 2022, the number of poor people in Indonesia's coastal areas reached 17.74 million, of which approximately 3.9 million were classified as extremely poor. This situation is paradoxical considering Indonesia has enormous potential for marine fisheries resources, with a sustainable potential of approximately 12.01 million tons per year (Anugrah & Alfarizi, 2021). This fact indicates that the vast potential of natural resources has not fully improved the welfare of coastal communities.

One of the causes of the low welfare of fishing households is their high dependence on weather conditions. Fishing activities cannot be carried out optimally during the rainy season, high waves, or strong winds, resulting in unstable household incomes (Maciej Serda et al., 2020). This situation has prompted fishing households to develop various livelihood strategies (*livelihood strategies*) to continue to meet family needs. In this situation, women no longer play only a domestic role, but also take on productive roles through various economic activities such as fisheries processing, small-scale trade, and product marketing (Indrawarsih & Ratri, 2023; Kamal et al., 2024; Ullah et al., 2024). Women's role becomes increasingly important because they can provide an alternative source of income when fishing activities decrease due to weather factors.

This phenomenon is also found in coastal communities in Bitung City, particularly on Lembeh Island. As a small island region where the majority of the population relies on the fisheries sector for their livelihood, fishing households on Lembeh Island face challenges such as limited market access, fluctuating catches, and a high dependence on weather conditions. To maintain family economic sustainability, many women are involved in fisheries processing, opening food stalls and grocery stores, and helping market the catch and processed fish products. This situation indicates that women make a significant contribution to maintaining the economic sustainability of fishing households, but strategies are still needed to optimally increase the economic value of these activities (Jentoft et al., 2017; Mirantika et al., 2024).

One strategy that has the potential to increase household income for fishermen is the use of digital marketing. The development of digital technology has shifted marketing patterns from conventional systems to marketing based on digital platforms, social media, and e-commerce.*marketplace*This allows businesses to reach a wider consumer base at a relatively low cost (Ain et al., 2024; Faruk et al., 2021; Valentina et al., 2023). For women running home businesses, digital marketing not only expands market access but also reduces dependence on intermediaries, potentially increasing business profits and family income. However, the use of digital technology by women in coastal areas, particularly in island communities, remains relatively limited, so opportunities for improving welfare through digital transformation have not been optimally

utilized.

Previous research has examined these two streams of research separately. Several studies have confirmed that empowering coastal women, through diversification of processed fish products and household businesses, significantly contributes to increasing the income of fishing families (K.R. et al., 2026; Nurfadilah et al., 2026; Zulfah et al., 2026). Another study showed that fishermen's wives act as welfare agents who navigate household economic uncertainty when income from fishing decreases (Debnath et al., 2026; Widodo & Susanti, 2026). On a different note, a number of studies have shown that digital marketing expands market access and improves the performance of micro-enterprises, including when applied to women entrepreneurs in coastal areas (Qureshi et al., 2026; Rahman et al., 2026). The adoption of social media has even begun to change the marketing structure of fishery products in a number of island regions (Ramlan et al., 2026; Roza et al., 2026).

However, these two streams of research operate independently. Studies on women's empowerment generally focus on the economic contribution of conventional activities without examining how digital technology magnifies their impact, while digital marketing studies rarely focus on women fishers on small islands. The Sustainable Livelihoods Framework, commonly used to analyze the livelihood strategies of fishing households, also tends to treat digital assets as merely financial capital, even though digital capacity has the potential to become a form of capital in itself that mediates market access.Bamidele, 2026; Purwanti et al., 2026). This gap is important because the vulnerability of island fishing households is unique, namely limited market access layered with weather uncertainty, so that strategies that are successful in mainland coastal areas may not necessarily apply there (Prabha, 2026; Sousa et al., 2026).

Several previous studies have shown that women's empowerment contributes to improving the welfare of fishing households (Indrawarsih & Ratri, 2023; Kamal et al., 2024), while other studies have shown that digital marketing can improve business performance and expand market access for micro-entrepreneurs (Ain et al., 2024; Faruk et al., 2021). However, most of these studies examine these two aspects separately. Research on women's use of digital marketing as a strategy to improve the economic well-being of fishing families, particularly in coastal communities on small islands characterized by high dependence on weather conditions, is still relatively limited. Thus, there remains a research gap regarding how integrating women's roles and digital marketing can strengthen the economic resilience of fishing households in the context of archipelagic regions.

This research uses Sustainable Livelihoods Framework (SLF) as a theoretical basis. The SLF perspective explains that the sustainability of household livelihoods is determined by the ability to utilize various assets owned, such as human capital, social capital, financial capital, physical capital, and natural capital to develop livelihood strategies that are able to face various vulnerabilities (*vulnerability context*) (Natarajan et al., 2022).. In the context of fishing households, weather uncertainty is a form of vulnerability that affects family income, while women's involvement and the use of digital marketing are adaptive strategies

to increase market access, expand business opportunities, and strengthen family economic resilience.

Based on this description, this research has novelty (*novelty*) in three aspects. First, the study was conducted in the fishing community on Lembeh Island, a small island region with different socio-economic characteristics than mainland coastal areas. Second, the study integrates the role of women and the use of digital marketing as a strategy to improve the economy of fishing families. Third, the study considers the dependence of fishing households on weather conditions as a context of vulnerability that influences family livelihood strategies. Therefore, this study aims to analyze the influence of digital marketing use by women on improving the economy of coastal fishing families on Lembeh Island, Bitung City.

B. LITERATURE REVIEW

Literature on coastal women in Indonesia consistently shows that fishermen's wives are not merely household managers, but also economic actors who support the family income when income from fishing is unstable. Widodo and Susanti (2026) describe fishermen's wives in Teluk Rhu Village as agents of household welfare who navigate economic uncertainty through a variety of productive activities, while Zulfah et al. (2026) found that coastal women in Bulak, Surabaya, increased the income of fishing families through seafood processing. A similar pattern was seen in the study by Nanlohy et al. (2026) that places women at the heart of the mangrove crab business chain and as the most vulnerable to climate change. These findings confirm that women's contributions are structural, not incremental, in the household economy of fishermen. However, most of these studies focus on production and processing, failing to address the marketing sector, a key weakness of coastal household businesses.

The vulnerability of fishing households stems from three interrelated factors: dependence on weather conditions, fluctuations in catches, and limited market access. Abdillah et al. (2026) shows that the resilience of laborer fishermen's families is lower than that of owner fishermen due to high dependence on natural conditions, while Arkanudin et al. (2026) noted that rising operational costs exacerbate the economic vulnerability of traditional fishing households. Within the Sustainable Livelihoods Framework, Purwanti et al. (2026) analyzed the fish smoking business through five livelihood capitals and found that financial and social capital were the main determinants of welfare levels. This framework is relevant, but Bamidele (2026) criticized the SLF for not paying enough attention to the political and institutional dimensions that limit the mobility of small-scale economic actors, including women traders. This criticism suggests that livelihood analysis in island regions needs to include the dimension of access, not just asset ownership.

The second stream of literature focuses on digital marketing as an instrument for women's economic empowerment. Qureshi et al. (2026) position digital marketing tools as a lever for women's economic and educational transformation, while Rahman et al. (2026) reported that Asset-Based Community Development-based digital marketing training increased the household income of female entrepreneurs in the coastal village of Kuala Nerus, Terengganu. In Indonesia, Lasya and Arida (2026) found that coastal village MSMEs face

limitations in digital literacy and asset-based marketing, while Nainggolan et al. (2025) shows the role of girls' schools in improving the digital literacy of housewives. In a closer context, Ramlan et al. (2026) documented the shift in fish marketing practices from the palele pattern to social media on Jampea Island, Selayar Islands, and Agusti et al. (2026) combining diversification of processed fish products with digital marketing in Semiring Village, Situbondo. Hia et al. (2026) completes this picture by showing that the digital divide remains a barrier to adaptation for fishermen in Tetehosi I Village, Nias.

Although both streams of literature are growing rapidly, they are still operating separately. Studies on coastal women (Nanlohy et al., 2026; Widodo & Susanti, 2026; Zulfah et al., 2026) rarely analyze the use of digital platforms explicitly, while digital marketing studies (Lasya & Arida, 2026; Qureshi et al., 2026; Rahman et al., 2026) generally do not place fisherwomen in the context of specific island vulnerability. A possible analytical bridge is the findings of Sawali et al. (2026) that dependence on offline marketing limits the growth of women's culinary businesses, as well as the study by Roza et al. (2026) which demonstrates the increased capacity of coastal women through digital marketing training for processed mangrove products. The remaining gap is contextual and integrative, namely, there has been no study explaining how women's productive roles and the use of digital marketing work together as a livelihood strategy for fishing households on small islands facing unpredictable weather and limited market access, such as Lembeh Island, Bitung City. This study fills this gap by combining the perspective of gender roles in fishing households and a sustainable livelihood framework to analyze the integration of the two.

C. METHOD

Research Design

This research uses a quantitative approach with an explanatory research design (*explanatory research*), which aims to analyze the impact of women's use of digital marketing on improving the economic well-being of coastal fishing families on Lembeh Island, Bitung City. The data used is primary data obtained directly from respondents through an online questionnaire distributed using Google Forms.

Population and Sample

The population in this study was all women living in the coastal area of Lembeh Island, Bitung City. Purposive sampling was used as the sampling technique, as respondents were selected based on specific characteristics that align with the research objectives. The respondent criteria included:

1. Women who live in the coastal area of Lembeh Island.
2. A woman who comes from a fishing family.
3. Women who help improve the family economy.
4. Women who have utilized digital marketing in their business activities.

The sample size was determined using the Lemeshow formula because the population size was not known with certainty (Ani et al., 2021).

Data Collection Techniques

Research data was collected using a closed-ended questionnaire structured based on the indicators of each research variable. The questionnaire was distributed online using Google Forms, facilitating processing.

Research Variables and Operationalization

This study consists of one independent variable and one dependent variable. The independent variable (X) is the Utilization of Digital Marketing by Women, namely the ability of women to utilize digital media as a means of marketing products or services to increase family income. Indicators of this variable include: the use of social media as a promotional medium, the use of marketplaces or digital platforms, the intensity of online promotions, the ability to reach consumers through digital media, ease of communication with customers. The dependent variable (Y) is Family Economy, namely the economic condition of the household. Indicators of this variable include: increasing family income, the ability to meet household needs, increasing family welfare, the ability to save, women's contribution to family income. All statement items are measured using a five-point Likert Scale, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Data Analysis Techniques

Data analysis was conducted using SPSS software. The analysis stages include: Descriptive statistical analysis to describe the characteristics of respondents and the distribution of answers, Validity test using Pearson Product Moment correlation. The statement item is declared valid if the significance value is <0.05 and the correlation value is greater than r-table, Reliability test using Cronbach's Alpha coefficient. The instrument is declared reliable if the Cronbach's Alpha value is ≥ 0.70, Classical assumption test consisting of normality test using One Sample Kolmogorov-Smirnov; and heteroscedasticity test using Glejser test, Hypothesis testing using simple linear regression analysis with the following equation model:

$$Y=\alpha+\beta X+\varepsilon$$

Information:
Y = Family economy
α = Constant
β = Regression coefficient
X = Utilization of digital marketing by women
ε = Error

A t-test was then conducted to determine the partial effect of the digital marketing utilization variable on the economic well-being of fishing families. Decision-making was conducted at a 5% significance level (α = 0.05). The hypothesis was accepted if the significance value was less than 0.05.

D. RESULTS AND DISCUSSION

The validity test results show that all statement items in the variables of the Role of Women Utilizing Digital Marketing (X) and Family Economy (Y) have a correlation coefficient value (r-count) greater than r-table (0.207; n = 90; α = 0.05) and a significance value of 0.000 (<0.05). Thus, all questionnaire items are declared valid and suitable for use as research instruments.

Reliability Test

Table 1. Reliability Test Results

Variables	Cronbach's Alpha	Number of Items	Information
The Role of Women in Utilizing Digital Marketing (X)	0,967	8	Reliable
Family Income (Y)	0,957	5	Reliable

The Cronbach's Alpha value for both variables was above the minimum limit of 0.70, so that all research instruments were declared to have a very good level of reliability.

Classical Assumption Test

Normality Test

The normality test using the Kolmogorov-Smirnov test yielded a significance value of 0.000 (<0.05). However, the study sample size reached 90 respondents, and the Normal P-P Plot graph showed a residual distribution pattern that followed a diagonal line. Therefore, based on the approach*Central Limit Theorem*, the regression model still meets the normality assumptions so it is suitable for use in regression analysis.

Heteroscedasticity Test

The heteroscedasticity test using the Glejser method yielded a significance value of 0.146 (>0.05). These results indicate that the regression model does not exhibit heteroscedasticity symptoms, thus fulfilling one of the basic assumptions of linear regression analysis.

Simple Linear Regression Analysis Results

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935[a]	.874	.872	2.30954

a. Predictors: (Constant), Women who implement digital marketing

The correlation coefficient (R) of 0.935 indicates a very strong relationship between women's use of digital marketing and family economics. The coefficient of determination (R^2) of 0.874 indicates that 87.4% of the variation in family economics can be explained by women's use of digital marketing, while the remaining 12.6% is influenced by factors outside the research model.

Table 3. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	3242.566	1	3242.566	607.908	.000[b]
	Residual	469.390	88	5.334		
	Total	3711.956	89			

a. Dependent Variable: Family Income

b. Predictors: (Constant), Women who implement digital marketing

The F value is**607,908**with a level of significance**0,000 (<0,05)**shows that the regression model used is suitable for explaining the relationship between the use of digital marketing by women and the family economy.

Tabel 4. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Say.
1	(Constant)	.674	.760		.887	.378
	Women who implement digital marketing	.606	.025	.935	24.656	.000

a. Dependent Variable: Family Income

Based on Table 4 above, the Regression Equation can be formulated as follows:

$$Y = 0{,}674 + 0{,}606X$$

The regression coefficient is**0,606**shows that every one unit increase in digital marketing utilization by women will increase the family economy by 0.606 units. The significance value is**0,000 (<0,05)**This indicates that the research hypothesis is accepted. Thus, the use of digital marketing by women has a positive and significant impact on the economic well-being of coastal fishing families.

Discussion

The results of the study indicate that women's use of digital marketing has a positive and significant impact on the economic well-being of coastal fishing families. The coefficient of determination (R^2) of 0.874 indicates that 87.4% of the variation in family economic well-being can be explained by women's use of digital marketing, while the remaining 12.6% is influenced by factors outside the model, such as business capital, access to capital, marketing networks, and government policy support. These findings indicate that digital marketing is a very dominant factor in improving the economic well-being of fishing households in the study area.

This impact occurs because the use of digital marketing allows women to expand market access without being limited by geographic location. Before utilizing digital media, marketing of catches and processed fish products was generally carried out only in traditional markets or through intermediaries, resulting in relatively

limited consumer reach. Through social media and digital platforms, women can market products directly to consumers, expand marketing networks, reduce dependence on middlemen, and increase marketing cost efficiency. This has resulted in increased sales volume and family income. Thus, digital marketing functions not only as a promotional medium but also as an economic adaptation strategy for fishing households facing limited market access.

The findings of this study are in line with the Sustainable Livelihoods Framework (SLF) which explains that the sustainability of household livelihoods is influenced by the ability to utilize various assets (*livelihood assets*) to face conditions of vulnerability (*vulnerability context*). In this study, weather uncertainty is the main form of vulnerability that causes fishermen's income to be unstable because fishing activities cannot be carried out all the time. Therefore, women's involvement in economic activities through the use of digital marketing is one way*livelihood strategy*which utilizes human capital (*human capital*), social capital (*social capital*), and physical capital (*physical capital*) in the form of digital technology to maintain and even improve family finances. In other words, digital marketing is an adaptation mechanism that enables fishing households to mitigate the impact of economic vulnerability due to dependence on weather conditions.

From a theoretical perspective, this study broadens the understanding that women's empowerment and digital transformation are not two separate streams, but rather a mutually reinforcing livelihood mechanism. Therefore, a sustainable livelihood framework needs to incorporate digital literacy and ownership of channels as assets that can be converted into income. Practically, the implication for local governments, fisheries agencies, and empowerment institutions is that programs to improve fishermen's welfare should not stop at providing fishing gear or product diversification, but should include digital marketing training and business mentoring that targets women as the main actors, in line with the experience of housewives' economic empowerment programs through structured business teams (Kurniawan et al., 2026However, these findings should be read with the caveat that the correlational design does not allow for firm causal claims, the purposive sample of 90 respondents limits generalizability beyond female digital marketing users, and the measurement of family income relies on respondents' perceptions through questionnaires. Therefore, further research comparing user and non-user households, or incorporating actual income data, is needed to test the robustness of these findings in other archipelago regions.

The results of this study also reinforce the findings of Abidan Rosyidi et al. (2025), who stated that the use of social media can increase the competitiveness of micro-enterprises by expanding market access and improving relationships with consumers. Furthermore, this study supports the findings of Wardana et al. (2022), who showed that coastal women play a crucial role in assisting with the processing and marketing of fishery products as a source of family income. However, this study differs from previous research. Most previous studies have discussed women's empowerment or digital marketing separately and have been conducted primarily in the context of MSMEs in general. This study integrates both aspects in the context of fishing households in small island regions characterized by high dependence on weather conditions. Thus, this

study provides a more comprehensive understanding of how digital marketing is utilized as a livelihood strategy for fishing households through the active role of women.

The scientific contribution (novelty) of this research lies in the integration of gender perspectives and digital transformation in explaining strategies for improving the economic well-being of fishing families on Lembeh Island. Unlike previous research that generally focuses on women's empowerment or technology adoption separately, this study shows that the effectiveness of digital marketing is significantly influenced by the role of women as key actors in managing fishing household businesses. Furthermore, this research was conducted in coastal communities on Lembeh Island, which are characterized by small islands with high vulnerability to climate change, thus providing a different empirical context compared to research in mainland coastal areas. Practically, the results of this study imply that improving the welfare of fishing families does not only depend on increasing fish catches but also requires strengthening women's capacity to utilize digital technology. Therefore, local governments, fisheries agencies, and community empowerment institutions need to develop digital marketing training programs, technology-based business mentoring, and improve digital literacy for women fishers. These steps are expected to expand market access, increase the added value of fishery products, and strengthen the economic resilience of fishing households, especially in small island areas such as Lembeh Island.

E. CONCLUSION

Based on the results of the research conducted, it was found that the role of women who utilize digital marketing has an impact on family income. This shows that the active contribution of women's roles in digital-based economic activities also contributes to the family economy. Women who utilize digital marketing can increase business efficiency and can also expand market access. This certainly encourages family economic independence, especially in coastal areas. Theoretically, this research contributes to the study of family economics and women's empowerment in the context of the digital economy. Practically, this research provides implications that increasing women's capacity in the field of digital marketing can be an effective strategy in driving the local economy and the family economy. It is hoped that the government, women's empowerment institutions, and MSMEs will continue to develop digital training programs, prepare adequate internet networks, and access to technology-based capital so that women can be more competitive in the digital era.

Thank You Speech

The author would like to express his deepest gratitude to the Directorate of Research and Community Service (DPPM) of the Ministry of Education and Technology through the Beginner Lecturer Research Grant (PDP) program for providing financial support for this research. He also thanks the Bitung Dua Sudara Business and Management College for their moral support and facilities throughout the research process. He also thanks the Government and Community of Lembeh Island for their willingness to participate as

respondents and assist in completing the questionnaire. Finally, he thanks all parties who have assisted in the implementation of this research, both directly and indirectly.

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