

## Coastal Women's Communication Strategy in Innovating during the Covid-19 Pandemic in Manado City

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### Abstract

The Covid-19 pandemic has brought changes to the order of life throughout the world. The economic downturn is a global impact that is felt by all levels of society so that it brings people to work more to maintain survival, including coastal women in supporting the family economy. the covid -19 pandemic is a real action in minimizing poverty. The media is a bridge to create new innovations for coastal women to minimize people's views about the resources of coastal communities in general. There are differences in the mindset and attitude of coastal women who live in islands and coastal women in cities. based on conventional and modern perspectives, with the knowledge possessed to develop potential by channeling new ideas through persuasive communication with an interpersonal approach. The novelty of this research is the strategy of innovation through the perspective of coastal women during the Covid-19 pandemic in Manado City.

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### Introduction

Women are considered weak compared to men, but women have their own privileges in contributing in various aspects because women are one of the noblest creatures created by God to be men's life partners. Without women, of course, there is no process of reproduction. According to Davies (2003) women have their functions and roles in carrying out their duties and responsibilities according to their nature anywhere and in any situation. The impact of the Covid-19 Pandemic has brought changes to the order of life throughout the world, especially Indonesia (Irawan et al., 2022). The decline in various fields resulted in many people experiencing job termination. This brings the community to work more in maintaining survival.

This phenomenon occurs in women who live on the coast, the majority of whom have partners who work as traditional fishermen, but with the times there are many coastal women who can get higher education. This is evident from the fact that some coastal women have been able to rise from economic downturns compared to earlier times. With the knowledge they have, they try to create new ideas through direct communication or using the media. According to Sumolang (2006) women are a very important component in coastal development because the role of women is very strategic in fisheries and marine-based activities. For example, women play a very important role as traders, fish collectors, wholesalers, wage laborers, and fishery product processing workers. Women are considered equal to men where women have the same rights, so we often hear the term "Women's Emancipation" (Matondang, 2020). Now women

with the rights and opportunities they have can change conventional patterns to more modern ones.

Based on the results of the study, it was stated that the Coastal People's Communication strategy in innovating during the Covid-19 pandemic was to use the pick-up ball method in the sense of minimizing the occurrence of economic downturns in the family. Fox (2014) states the steps taken in innovating are preparing oneself to develop the resources one has in entrepreneurship starting from raw fish processing, conventional trading to how to distribute merchandise through the media.

## **Methods**

The subjects of this study were adult women living on the coast in Manado City with the subject criteria being age, educational and occupational background. involved in communication activities. Data obtained through participating observation and in-depth interviews with informants. These informants were selected by purposive sampling. The informants in the study consisted of basic informants and primary informants. (Key informant) Kontjaraningrat revealed that base informants were people who were seen as capable of providing information in a general way and were able to appoint other people as informants and were able to indicate other people as key informants who could provide more in-depth information about the communication process between husband, wife and children using purposive sampling. According to Bogdan and Taylor, informants were chosen purposively because: (1) they considered subjects who were willing to accept the presence of researchers well compared to one another. (2) their ability and willingness to express past and present experiences (3) anyone who is considered interesting, for example having special experience, (4) it would be wiser to avoid solving subjects who have professional and other special relationships that have been have special assumptions or presumptions that can color their interpretation of what is disclosed. This research uses a method with a qualitative approach. This approach seeks to find the real, actual or natural state of the subject under study.

Data collection was carried out using methods commonly used qualitative approaches, namely observation (participants), in-depth interviews (in-depth interviews), and document studies. This is done with the aim of capturing and understanding events holistically, so data collection is done by interacting with informants: in this study the main techniques used by researchers are:

### **Participant Observation**

Researchers participate in entering the field with the hope of establishing a relationship with the subject or the basis of trust and the free and open exchange of information. (Fachan) explained that researchers remained relatively passive while carrying out assignments in the field.

### **In-depth interviews (in-depth interviews)**

Researchers will also use this technique to purposively selected data sources, with the researcher's consideration that these data sources provide accurate data.

### **Document Study**

For the accuracy of research data, researchers will also use document studies. Data and documentation obtained in the field related to the research focus. In qualitative research, data

analysis is carried out from the beginning and throughout the research process. In this study, qualitative data analysis will be used with an interactive model developed by Miles and Huberman, namely:

### **Data reduction**

The data obtained at the research location (field data) will be outlined in the description or field report by the researcher which will be reduced, summarized and selected key points, focused on important matters. Data reduction will continue as long as it lasts.

### **Data Presentation**

Presentation of data or data distribution is intended to make it easier for researchers to see the overall picture or certain parts of the research, data in research, data in this study can be presented in the form of a matrix, and narrative descriptions.

### **Conclusion withdrawal**

Data verification in this study will be carried out continuously throughout the research process. Since entering the field and the process of collecting data, researchers have tried to analyze and find meaning from the data collected, namely obtaining strategies and producing models.

### **Results and Discussion**

Manado City is a city in North Sulawesi Province which is also the capital of the province. Manado is located at the northern tip of the island of Sulawesi. The city's motto is Si Tou Timou Tumou Tou, a philosophy of life for the Minahasa people popularized by Sam Ratulangi, which means: "Humans or people live to advance others." Manado City is thought to have been inhabited since the 16th century. According to history, it was also in that century that the city of Manado was known and protected by people from abroad. The name Manado began to be used in 1623 replacing the name "arbitrary." The city of Manado itself comes from the regional Minahasa language, namely Mana rou or Mana dou which means "far away".

The birthday of the City of Manado, which was set on July 14, 1623, is a momentum that packs three events at once, namely the 14th taken from a heroic event, namely the red and white incident of February 14, 1946, where the sons of this area rose up and opposed Dutch colonialism for juridical runsure, namely July 1919, namely the emergence of the Governor General's Decree regarding the establishment of Gewest Manado as a Staatgemeente was issued, and 1623 which was taken from historical elements, namely the year in which the City of Manado was known and used in official letters. Based on these three important events, every July 14 the people and government of Manado City celebrate the birthday of Manado City.

A group of people or a community living in a coastal area and their source of economic life depends directly on the utilization of pan-coastal marine resources. It consists of owner fishermen, fisherman workers, fish cultivators. According to Hajar et al (2017) the characteristics of coastal communities are different from the characteristics of agrarian communities or farmers. what they want. Unlike the case with coastal communities whose livelihoods are dominated by fishermen. Fishermen struggle with the sea to get income, so the income they want is not controlled.

In presenting research results and research descriptions, researchers have disclosed data starting from an overview of research locations and informant profiles, Communication Strategies for Coastal Women in Innovation During the Covid-19 Pandemic and the obstacles encountered. In the next stage, the researcher tries to discuss the results of the research which refers to the theory and conceptual study

of data that has been obtained in the field through interviews and observations. It is hoped that this discussion will provide a communication strategy model for coastal women in innovating during the Covid-19 pandemic. Answering the results of the research previously described, the researcher can explain that the communication strategy for women in innovating during the Covid-19 pandemic refers to the notion of Gender, which is a human perspective or perception of women or men that is not based on biological differences in sex. Gender in all aspects of human life creates differences between men and women, including the creation of a social position of women that is lower than that of men.

The concept of gender equality in today's society has begun to be widely discussed in various circles, especially in the world of education, economics and law (Inglehart et al., 2003). With the increasingly advanced thinking of society, those who consider themselves not to have the same position and should be struggling to get the same position. This does not mean that women and men have to be the same, but that their rights, responsibilities and opportunities are not affected by whether they are born as a man or a woman. In the annex to Presidential Decree No-9 of 2000, namely gender equality is the equality of conditions for men and women to obtain opportunities and rights as human beings, in order to be able to play a role and participate in political, economic, social, cultural, defense and national security activities. and equality in enjoying the fruits of such development. According to Waldron (2009) human equality means that humans as God's creatures have a level or all humans without distinction are created with the same position, namely as noble and high-ranking creatures, position according to level. What distinguishes later is the level of human piety towards God. This human equality or level has implications for the recognition of human equality or equality and this does not only mean that there is equality of human position.

Based on the above concept and its relationship with the statements of several informants in this study about the role of women, this is not an attitude of overstepping the nature that God created, but this is done based on the demands of life that must be lived and responded to. Responding to it by innovating through the resources they have. Coastal women's interest begins with encouragement that arises from within a person through interpersonal communication that is created in the family to respond to a situation in order to find solutions to maintain life during the Covid-19 pandemic.

The various reasons stated by several informants above, in essence, almost all statements referred to the same goal, even though there were several informants who had some differences in innovating during the Covid-19 pandemic. This is motivated by differences in the resources of these women. The form of communication that is done is verbal through interpersonal and persuasive approaches and even some other informants use the media in offering some of their products. Optimistic attitude is the initial way of looking at a process of action that will be made and lived. The perspective on the right goals produces mature actions to get maximum results.

Based on the results of research on the communication strategy for coastal women in innovating during the Covid-19 pandemic, the strategy is "Pick up the ball" in the sense of opening conventional business opportunities through a personal approach between fellow women who live in coastal areas in innovating by empowering natural resources caught. Sea is processed into products that can provide profit in minimizing the economic downturn during the pandemic (Barua, 2020). Apart from that, there are several other strategies carried out by coastal women, including trading both individually and even in groups.

## **Conclusion**

The communication strategy for coastal women in innovating during the covid-19 pandemic in Manado City was built through social communication based on interpersonal communication

when interacting so as to generate motivation in order to minimize the economic downturn in the family, causing coastal women to respond to the conditions experienced by innovating such as; (1) Creating unique products with added value. Previously, conventional traders can increase to become traders using the media. As is done by coastal women in processing raw fish caught into salted fish, and others for distribution; (2) Improving service in interacting when selling merchandise is part of innovation. Based on the results of the study, it still maintains the quality of the food menu served; (3) Improving the skills of human resources, in innovating, of course, requires a workforce that is competent and able to know the conditions of market needs. Today's coastal women see an increase in developing their potential in entrepreneurship. The above criteria are the basis for coastal women in innovating during the Covid-19 pandemic. Producing a communication strategy model using the Pick Up Ball service method based on the communicant levels, namely coastal women. Barriers encountered in communicating are Psychological and Mechanical barriers.

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