

Women's Role In Community Based Activities In Pulisan Village Likupang District, North

Minahasa Regency , North Sulawesi Province

Mirjam P. Tenda, Maryeke Alelo, Yollanda L. Lagarens, , , Januar V. Samehe, Mirjamtenda61@gmail.com

Abstract

The Likupang Special Economic Zone is one of the National Tourism Strategic Areas (KSPN) super priorities which was developed on an area of 197.4 ha in Pulisan Village, Marinsow Village, Kalinaung Village, East Likupang Subdistrict, North Minahasa Regency, North Sulawesi Province. Women in the current era of globalization play a substantial role in determining the success of development and the journey of this nation in the future. This research aims to describe the role of women in tourism development in the Special Economic Zone for Super Priority destinations and the family values that influence the presence of women/mothers in tourism development in the Special Economic Zone as a super priority destination. The method used is a descriptive qualitative research method carried out by collecting as many data as possible and then describing it using existing data about the object of research in accordance with the objectives to be achieved. This research will produce how the role of women in tourism development in the special economic area of super priority destination in North Minahasa Regency , North Sulawesi Province.

I. Introduction

Women in the current era of globalization play a substantial role in determining the success of development and the journey of this nation in the future (Andriani & Ardiyansyah, 2021). This is because a woman is the first educator in the natural status of the family who is very decisive and influential in realizing a qualified next generation. Although the economic development has not shown as expected, the role of mothers has a strategic portion in preparing the nation's future for their children. Through the improvement of education, the women are expected to have a commitment. Better attitudes, views and respect for the role of women in various professions and developments are highly expected. The Likupang Tourism Special Economic Zone is

one of the national tourism strategic areas (KSPN) super priority which was developed on an area of 197.4 ha in Marinsow village, Pulisan, Kinunang, East Likupang District, North Minahasa Regency, North Sulawesi. How the role of women in tourism development after being determined as a super priority will be examined in this study. The aim of this study is to describe the role of women in tourism development in Special Economic Zones for Super Priority destinations. Academically, the findings of this study can be a contribution of scientific thought that can increase the repertoire of knowledge and development of the role of women. Practically, they can be an input for the community, especially housewives and the government in improving family welfare.

The following is a planned research roadmap that will be carried out by the researchers in the next



Figure 1. Research Road Map

2. Research Method

In this study, the method used is a descriptive qualitative research method where the research is carried out by collecting as many data as possible and then describing it using existing data about the object of research in accordance with the objectives to be achieved. The reason for using qualitative method is because this study seeks to find answers to questions related to the study material. Regiyati and Rusli (2021) These questions require descriptive answers that describe the facts about the problems being investigated as they are, followed by a rational interpretation of the findings in the field as well as analyzing the condition of the community in the research location. This research was carried out in the East Likupang Special Economic Zone in the villages of Marinsow, Pulisan and Kinunang for 3 months. The types of data in this study are:

- a. Qualitative data in the form of women's involvement in tourism activities in Marinsow, Pulisan and Kinunang.
- b. Quantitative data, namely the number of venues, the number of stalls, the number of homestays.

The sampling technique in this research is purposive sampling. Data were obtained through interviews and observations.

3. Results and Discussion

The Role of Women in Tourism Development in The Special Economic Zone for Tourism Super Priority Destinations in Marinsow Village, Likupang Timur, Minahasa Utara, North Sulawesi.

- 1) The Role of Women in Tourist Attractions
Based on the results of this study, the role of women in tourist attractions in Marinsow Village in the form of traditional dances (dancers) and the performance of traditional musical instruments has not been involved because such attractions during the study were not carried out.
- 2) The role of women in tourism facilities
 - a. Homestay
In Marinsow Village there are 61 homestays and the results of the study indicate that women have a role as homestay owners as many as 20 people (32.8%) in other words, the role of women in these facilities is at a fairly large level. In 2020 the Ministry of Public Works and Public Housing's program, namely KSPN (National Tourism Strategic Area) facilitated the community in Marinsow Village to create homestays for those who met the requirements of the Ministry of PUPR. Through this program, the community found it very helpful, especially for women who were involved in tourism activities in Marinsow Village, they can manage the Homestay for both local and international tourists.
 - b. Kiosk
From the results of this study, women have a fairly large role as owners and managers of kiosks. They manage their own Kiosk, starting from selling mineral water, snacks, cakes, instant noodles, coffee, tea, fried bananas, mixed rice, etc. Not only selling but they are also

involved in preparing food and drinks, in other words, the role of women is not only as the owner of the kiosk but also as the chef in the kiosk itself.

c. Venue

From the results of this study, several women have a fairly large role as owners and managers of venues in the Paal Beach area. The respondents involved as the owner of the venue were 21 people. They provide a tent along with a sound system that will be rented out for visitors.

d. Tourist Entry Post Officer

From the results of this study, the role of women as tourist entry post officers is quite large. The respondents involved were 3 people, they were involved and worked alternately all day to maintain and monitor the vehicles of visitors who would visit Paal Beach.

The Role of Women in Tourism Development in Special Economic Zones for Tourism Super Priority Destinations in Pulisan Village, Likupang Timur, Minahasa Utara, North Sulawesi

1) The Role of Women in Tourist Attractions

From the results of research in Pulisan Village, the role of women in tourist attractions in the form of traditional dances (dancers) and the appearance of traditional musical instruments has not been involved because such attractions have not been carried out during the study.

2) The role of women in tourism facilities

a. Homestay

In Pulisan Village there are 73 homestays and the results of the study show that women have a role as homestay owners as many as 56 people (76.7%) in other words the role of women in these facilities is very large. In 2020 the Ministry of Public Works and Public Housing's program, namely KSPN (National Tourism Strategic Area) facilitates the community in Pulisan Village to create homestays for those who meet the requirements of the Ministry of PUPR. Through this program, the community feels very helpful, especially for women who are involved in tourism activities in Pulisan Village, they can manage the Homestay for both local and international tourists.

b. Kiosk

From the results of this study, women have a fairly large role as owners and managers of kiosks. There are 18 respondents who own kiosks. They manage their own Kiosks, starting from selling mineral water, snacks, cakes, instant noodles, coffee, tea, fried bananas, mixed rice, etc. Not only selling but they are also involved in preparing food and drinks. In other words, the role of women is not only as the owner of the kiosk but also as the chef in the kiosk itself.

c. Venue

From the results of this study, several women have a fairly large role as the owners and managers of the venues in the Pulisan Beach area, there are 13 respondents who own and manage the venues. They provide tents along with a sound system that will be rented out by visitors.

d. Boat

From the results of this study, the role of women as boat owners is almost dominant. Boats are used for crossing between islands or used to go to other locations.

e. Swim Tire

From the results of this study, the role of women in the swimming tire rental service business is quite large because many visitors are interested in using swimming tires for swimming, especially children visitors.

The Role of Women in Tourism Development in Special Economic Zones for Tourism Super Priority Destinations in Kinunang Village, East Likupang, North Minahasa, North Sulawesi

1) The role of women in tourism facilities

a. Homestay

In Kinunang Village there are 77 homestays and the results of the study show that women have a role as homestay owners as many as 30 people (39%) but during the research carried out in Kinunang Village all Homestay services had not operated optimally because it was found that the construction of Homestays in Kinunang Village had not reached 100% . In 2020 the Ministry of Public Works and Public

Housing program, namely KSPN (National Tourism Strategic Area) facilitate the community in Kinunang Village to make homestays for those who met the requirements of the Ministry of PUPR. Through this program, the community found it very helpful, especially for women who were involved in tourism activities in Kinunang Village.

b. Kiosk

From the results of this study, women have roles as owners and managers of kiosks, there are 2 female respondents who own kiosks. They manage their own Kiosks, starting from selling mineral water, snacks, cakes, instant noodles, and others.

4. Conclusions and Suggestions

Conclusion

The results showed that the role of women in tourism development in the Super Priority Special Economic Zone in East Likupang, especially Marinsow Village, Pulisan Village, Kinunang Village was very dominant. The roles of these women are as owners and managers of homestays, kiosk owners and managers, venue owners and managers, boat owners, and others.

Suggestions

Based on the results and discussion as well as conclusions, the following suggestions are submitted:

- a. The government should equip women in the Super Priority Special Economic Zones in East Likupang (Marinsow, Pulisan and Kinunang) with trainings that are able to better hone the skills of women to carry out their roles, especially skills in using the internet and social media for promotion. The government should also be able to facilitate a better internet network in the future so that it can reach all levels of society.
- b. The women of Marinsow Village, Pulisan Village and Kinunang Village should increase their role in tourism development and create new, superior generations.

Daftar Pustaka

1. Alfian. (2010). Persepsi masyarakat tentang kebudayaan daerah.
2. Andriani, M., & Ardiyansyah, A. (2021). Pemberdayaan Perempuan dalam Pemanfaatan Limbah Bekas Tali Kapal. *Jurnal Studi Ilmu Sosial dan Politik*, 1(2), 75-85.
3. Chaer, A., & Agustina, L. (2014). *Sosiologinguistik*. Jakarta. PT RINEKA CIPTA
4. Leiper, N. (2004). *Tourism management*. Australia, Pearson Education Australia
5. Regiyati, S., & Rusli, Z. (2021). Strategi Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu dalam Meningkatkan Investasi di Kota Pekanbaru. *Jurnal Studi Ilmu Sosial dan Politik*, 1(1), 47-56.
6. R.L Linton, and Dr, Bruce J Cohen,. (2010) *The Dynamic Status of Aspec*.
7. Slippy, J, P., & Sumolang, S. (2017). *Peran perempuan, Pengelolaa, Sumber Daya Alam, dan Kehadiran Negara*. Kalimantan Ringroad Utara, Yogyakarta. Penerbit Amara Books
8. Utama, I, G, B, R., & Mahadewi, N, I, E. (2016). *Metodologi penelitian pariwisata dan perhotelan*.
9. <https://www.balitbangham.go.id/detailpost/peran-perempuan-sejatinya-tidak-hanya-membangun-diri-dan-keluarga-tetapi-juga-membangun-masyarakat-d>
10. <https://www.kemenkopmk.go.id/optimalis-asi-peran-perempuan-dalam-pembangunan>
11. <https://media.neliti.com/media/publication/s/159632-ID-peranan-perempuan-dalam-pembangunan-masy.pdf>
12. <https://blogs.worldbank.org/id/eastasiapacific/peranan-perempuan-dalam-pemulihan-ekonomi-indonesia>
13. <https://www.kemenpppa.go.id/index.php/page/read/29/2646/pentingnya-peran-perempuan-sebagai-kekuatan-bangsa-perangi-covid-19>
14. <https://www.kemenpppa.go.id/index.php/page/read/29/3124/peran-perempuan-kunci-kekuatan-bangsa>