

## The Economic Potential of Traditional Fishermen in Building Family Welfare in Selayar Regency, Indonesia

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Received 02-11-2024

Revised 03-11-2024

Accepted 16-12-2024

Published 18-12-2024



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### Abstract:

Using qualitative research methods focusing on a phenomenological approach, it was found that Selayar Regency has extensive coastal and marine resource potential. Various ecosystems such as coral reefs, seagrass beds, mangrove forests and the fisheries sector stand out as important factors in supporting sustainable development. There is great potential in the small island areas with underwater beauty, which are also referred to as part of the World Coral Triangle, to be developed in the marine tourism sector and the fishing industry. However, the main issues that need to be addressed are poor resource management, as well as constraints related to the equipment of traditional fishermen. For this potential to be fully maximized, cooperation between the government, community, and private sector is needed to improve facilities, modernize fishing equipment, and preserve the marine ecosystem with conservation efforts and educational programs. It is hoped that the development of the fisheries and tourism sectors will be able to improve the welfare of coastal communities, while also ensuring sustainable management to preserve the environment.

**Keyword:** Marketing, marine, fishermen, traditional. Prosperity

### Introduction:

The island of Selayar in southeastern Sulawesi, Indonesia, is said to be a haven for traditional fishermen who live off the sea. It is important to consider the management of seafood marketing to support the welfare of fishermen and fully utilize the potential of the region. By incorporating a potential-based approach, we can develop a sustainable marketing system to support local economic growth. The region is blessed with an abundance of marine resources, including fish,

shrimp and shellfish. Moreover, the diverse marine ecosystems around the islands offer a variety of marine products that are naturally attractive. By capitalizing on this potential, it is possible to develop marketing strategies that involve product diversification and value-added enhancement.

In taking care of seafood marketing, it is crucial to involve traditional fishers in the process. This could include training on sustainable fishing techniques, seafood processing and effective

marketing practices. By improving the knowledge and skills of the fishers, they can achieve more optimal catches and also improve the quality of the products produced.

The utilization of modern technology can also be a vital tool in managing marketing. The use of geographic information systems (GIS) can provide benefits in mapping potential areas, monitoring fish stocks, and finding strategic locations for marketing seafood. In addition, online marketing platforms can be a tool that helps fishermen establish direct communication with consumers or potential buyers, so that their products are better recognized in the global market.

In the world of marketing, the importance of branding is a major factor in increasing the competitiveness of Selayar Island's marine products. By labeling or certifying quality, products can appeal to a wider market. Providing information to consumers on sustainability and environmental responsibility can also improve perceptions of products and help increase their marketability.

In addition, cooperation between fishermen, local government and the private sector can improve marketing management. These programs could include the establishment of fisher cooperatives, setting up seafood processing centers, and cooperative initiatives to improve marketing promotion. With solid cooperation, the potential of the region can be optimized, while providing wider benefits for traditional fishers.

It is also important to consider the sustainability aspect of marketing management. Emphasizing sustainable fishing practices, supporting wise management of marine resources, and ensuring that economic gains do not come at the expense of the environment are critical.

Thus, the marketing management of seafood from traditional fishers on Selayar Island needs to be carried out with a comprehensive approach. By deeply understanding the potential of the region, involving fishers in the process more actively, applying available modern technology and strengthening cooperation, we can create a

sustainable marketing system. The goal is to support a sustainable local economy while preserving the marine environment for posterity..

It is important to develop an effective monitoring and evaluation system in managing seafood marketing. Regular monitoring allows us to be aware of changes in fish stocks and market trends, so that marketing strategies can be adapted promptly. In addition, it is important to run ongoing education and training programs for fishers so that they can understand the latest practices in marine resource management and marketing technology. By providing ongoing support to fishers, we can achieve sustained positive benefits for local economic growth and environmental protection on Selayar Island.

## **B. Problem Formulation**

1. What is the potential of marine products in Selayar district?
2. What are the advantages and disadvantages of traditional fishermen in economic activities in Selayar district?
3. what are the strategies of traditional fishermen in building family welfare in Selayar district?

## **Literature Review:**

### **A. Fisherman:**

Fishers are people who live by the coast and whose livelihoods are directly linked to marine resource management activities. Groups of people who are members of the fishing community usually make a living from marine products and live in villages around the beach or coastal area.

According to Fargomeli (2014), there are several types of fishermen that can be distinguished, namely owner fishermen (juragan), cultivator fishermen (laborers/workers), small fishermen, traditional fishermen, and carrying fishermen.

Owner fishers, or commonly called juragan fishers, are individuals who actively engage in fishing activities using boats, ships, and fishing gear that they own or control. Only one owner fisherman lives in Panggung Village, Haji

Maskuri. Haji Maskuri, an educated boat owner, completed his education at the Fisheries Business Academy in Pasar Minggu Jakarta. As such, he manages his business with a more modern approach.

A tenant fisherman is an individual who contributes his or her labor or works to catch fish together with others. They receive payment based on a share of the sale of the fish they catch. They have the potential to work as laborers for juragan outside the region, as they will generally look for juragan who tend to be generous in providing rewards for their work and fair in sharing the catch. These tenant fishermen have the ability to work on vessels that fish for long periods of time at sea. Therefore, it is sometimes difficult to track their whereabouts, known in Tegal language as miyang, or they go fishing at sea.

Traditional fishermen are individuals who make a living by catching fish using simple boats and fishing gear. Due to the limitations of their boats and fishing gear, the range of fishing areas is also limited, usually only reaching around 6 nautical miles from the coastline. These traditional fishermen are generally the generation of fishermen who inherited the fishing profession to fulfill their daily needs.

Most small-scale fishers are descendants of traditional fishers. With the boat and gear modernization program, they now not only rely on traditional boats and gear, but also use diesel engines or motors. This allows them to cover a wider fishing area. In Kelurahan Panggung, there are only 23 small-scale fishers, most of whom are traditional fishers who receive support and guidance from the Tegal City Government. They were given training and assistance with outboard motors and fishing gear.

The fishermen who brought the money from the juragan were not fishing, because their boats were not equipped with fishing gear. They go to the middle of the sea with the aim of conducting transactions, namely buying fish for resale. The characteristics of the fishing community can be seen from various aspects, as follows:

- In terms of livelihood, fishermen are those whose activities are related to the marine and coastal environment, or those who make fisheries their livelihood.
- In terms of way of life, the fishing community is a community of mutual cooperation. The need for mutual cooperation and help is very important when dealing with situations that require large expenditures and a lot of labor, such as when sailing, building houses or wave-retaining embankments around the village.
- In terms of appearance, although fishermen's work is hard work, they generally only have simple skills. Most of them work as fishermen because it is a profession passed down by their parents, not one that they have learned professionally.

Traditional Fishermen are Fishermen who conduct Fishing in waters which are traditional Fisheries rights that have been utilized for generations in accordance with local culture and wisdom.

### **Research Methods:**

#### **Type of qualitative research through a phenomenological approach**

#### **Discussion:**

##### **A. the potential of marine products in Selayar district**

The potential of coastal and marine resources is a gift that needs to be maximally utilized for the happiness of the community. Indonesia's coastal resources are extraordinary. However, it seems that this management has not been done optimally, so an approach that involves two or more ecosystems, resources, and utilization activities in an integrated manner is needed to achieve sustainable development of coastal areas. Therefore, maintaining a balance between development and conservation efforts must be prioritized.

Geographically, Selayar Island borders the Flores Sea and the Makassar Strait to the west. To the north it is bordered by Bulukumba Regency, to the

east by the Flores Sea, and to the south by East Nusa Tenggara Province. Selayar has an area of approximately 903.35 square kilometers consisting of 126 islands, of which two-thirds are waters with a coastline that reaches a length of 670 km.

There are 126 islands in Selayar, including small islands. Small island areas have high potential in natural resources and environmental services, which can be a key foundation for realizing Indonesia's future development. These areas have a variety of productive natural resources such as coral reefs, seagrass beds, mangrove forests, fisheries, and conservation areas. Small islands also make a major contribution to protecting the environment due to their natural beauty, thus encouraging the development of the marine tourism industry. The development of small island areas will bring changes to their ecosystems. The impact of these changes will be felt in the environment. The increasing intensity of management and development carried out, the higher the level of resource utilization. As a result, environmental changes in small islands will also increase.

Selayar's underwater areas have enormous potential to be optimally utilized. One sector that can be developed is tourism. With around 100 islands scattered throughout the region, the government has the opportunity to optimally manage these islands to make them attractive tourist destinations. The stunning beauty of the underwater ecosystem is sure to attract attention from both the local community and from abroad. The Selayar Islands are part of one of the most beautiful coral triangles in the world. The Coral Triangle covers an area of approximately 6,500,000 km<sup>2</sup>, of which Selayar is located in and contains 600 species of coral reefs, accounting for 75% of the world's total coral species. Within the waters of the Coral Triangle, around 3,000 species of fish live, including the whale shark which is the largest fish and the coelacanth which is a living fossil. From the data that has been presented, of course, it is a matter of pride for the country of Indonesia, especially for the government of

Selayar Regency. Currently, a concern is the low level of public knowledge about the Selayar Islands. Having said that, Selayar is blessed with an abundance of marine biological resources. All we need to do is find ways to introduce them to the wider community so that they are interested in visiting the Selayar Islands and enjoying the beauty of God's creation there. Then, we will continue to care for the sustainability of the coral reefs in the Selayar Islands so that the ecosystem is well maintained.

The utilization of marine products in the Selayar Sea will provide great benefits for the biological resources processing sector. The abundant variety of fish species in the Selayar Sea area will make a positive contribution to the local economy and improve the welfare of coastal communities, the majority of whom are fishermen. However, a current concern is the use of traditional fishing gear by fishermen in some areas of Selayar. For example, among the islands of Taka Bonerate, there is a small island called Rajuni. Usually the fishermen there use only fishing rods as fishing gear to make a living.

However, fishing by Taka Bonerate fishermen only occurs around Takabonerate's coral reefs due to limited facilities and fishing gear. To overcome this situation, the government should provide financial assistance to all fishermen equally and fairly. Then, the assistance can be utilized to acquire superior fishing gear. Furthermore, continue to deliver socialization messages to the community on how important it is to care for the biodiversity around their area. This includes the conservation of marine animals and the coral reefs that house them. It is also important to introduce an understanding of the types of fishing gear that are safe to use in order to prevent damage to the ecosystem due to the use of inappropriate fishing gear.

The relationship between the economic sector and the fishery product processing sector is very close and mutually influencing. If the community and local government synergize in developing the abundant potential of fisheries, then economic



growth in the region can be significantly boosted. The government provides support to the fishing community in obtaining facilities and infrastructure to process the fishery products they catch at sea. This support is in the form of financial assistance for the purchase of environmentally friendly fishing gear, construction of TPI (Fish Auction Place) facilities, and also assistance in the form of more adequate transportation equipment for fishermen in catching sea products. Furthermore, there will be a socialization and empowerment program for the surrounding community to utilize their fishery products more optimally. In addition to selling fishery products in raw form, it is also expected that the community can develop skills in processing seafood so that it has a higher economic value. This can be done by providing courses or training to them in creating processed products that have a higher economic value than when sold in raw conditions. Providing capital loans to entrepreneurs in the fisheries sector with low interest rates aims to ease the burden on small entrepreneurs in developing their businesses.

In her research, Evryana Yuliandari Wito reviews the serious problems faced by the coastal communities of Selayar Regency regarding marine resource management and its impact on the local economy. The research noted that the declining fish population in the sea is caused by environmentally unfriendly fishing practices, such as the use of chemicals and explosives, which is a major challenge that must be overcome. In addition, coastal erosion is also a serious problem because it makes it difficult for fishermen to find fish.

To address these issues, the local government has implemented various programs, such as the establishment of Marine Protected Areas (MPAs) to maintain the sustainability of aquatic ecosystems. One of the environmentally friendly ways to catch fish is using floating cages, which have proven effective in increasing catches without damaging the marine ecosystem.

Coastal abrasion control is carried out by planting mangroves and building embankments. Then, efforts to develop the tourism sector in areas such as Takabonerate National Park have been prioritized to spur economic growth. The government is also paying attention to the development of other tourism objects in Selayar Regency to diversify the local economy.

In an effort to increase community income, especially fishermen, it is recommended to modernize fishing equipment by providing technological assistance to fishing groups. The assistance provided should not only focus on providing equipment, but also involve group management to reduce income disparities among group members. A development strategy in fisheries processing is needed to maximize the utilization of catches and create new business opportunities.

The research goes on to emphasize the importance of sustainable approaches, conservation and community education in maintaining marine ecosystems. It is important to distribute aid funds evenly and fairly, while also educating the community on the importance of preserving marine resources. With the synergy built between the government, community and private sector, it is hoped that these efforts will succeed in sustainably improving the welfare of the coastal communities of Selayar Regency.

From the data already mentioned, it can be concluded that Selayar Regency has vast and diverse potential marine wealth, which can provide significant support in efforts to develop coastal areas in a sustainable manner. Some of the things that show the potential of Selayar Regency's marine wealth include:

1. **Diversity of Natural Resources:** Selayar Regency has a diversity of coastal and marine natural resources including coral reefs, seagrass, mangrove forests, fisheries and conservation areas. This potential includes natural beauty and marine biodiversity which are the main attractions.

2. **Small Island Areas:** There are 126 islands in Selayar Regency, which includes small islands. Small island areas have high potential for natural resources and environmental services, such as productive coral reefs, mangrove forests and fisheries..
3. **Coral Triangle of the World:** Selayar Regency is part of the World's Coral Triangle, which includes around 600 coral species or 75% of all coral species in the world. The presence of 3,000 species of fish, including whale sharks and coelacanths, demonstrates the richness of the region's underwater ecosystem.
4. **Marine Tourism Potential:** The beauty of the beautiful underwater ecosystem is a great potential for the development of the marine tourism sector. With more than 100 islands, Selayar Regency has the opportunity to develop marine tourism objects that attract local and foreign tourists.
5. **Utilization of Marine Products:** The fisheries sector in the Selayar Sea has great potential to contribute to the regional economy. The diversity of fish species found in the area can be a source of income for coastal communities.
6. **Sustainable Resource Management:** There are efforts to manage marine resources through the establishment of Marine Protected Areas (DPL) and the selection of environmentally friendly fishing alternatives, such as floating cages. This shows awareness to maintain the sustainability of the marine ecosystem.

In general, the potential of marine resources in Selayar Regency includes ecological, economic and tourism aspects. To optimize this potential, integrated and sustainable management is needed, maintaining a balance between development and conservation aspects.

The abundant potential of marine resources provides a strong foundation for the marketing activities of traditional fishermen in Selayar

Regency. Along with the richness of the underwater ecosystem, traditional fishers in Selayar fish as their main livelihood. The marketing process starts from the time the fish catch is obtained from the sea until it reaches the consumer.

The marketing process of traditional fishers' seafood in Selayar Regency involves various stages, starting from fishing until it finally reaches the consumer. Traditional fishers utilize simple equipment such as wooden boats and nets, but local knowledge in fishing has been passed down from generation to generation. Once the fish is landed, the next step in marketing involves sorting, handling and preparing for distribution.

Once the caught fish is landed, the next step is to handle and prepare the catch. Traditional fishers in Selayar have an extensive understanding of how to sort the catch by type and quality. This step is carefully executed to ensure that the catch sold to consumers is always of the best quality.

Then, the process of preparing the catch is carried out to ensure appropriate health and hygiene qualities. The fishing community in Selayar has practiced old techniques for preserving fish, such as drying them in the sun or using salt, to maintain their quality. This is crucial in supporting the preservation of fish products until they reach the consumer.

## **B. Advantages and disadvantages of traditional fishermen in economic activities at sea in Selayar district**

Selayar Regency, located at the southern tip of South Sulawesi Province, is an archipelago with huge marine potential. Most of its residents earn a living as fishermen, especially those who work in the traditional fishing profession. The economy of the marine sector is strongly influenced by local wisdom passed down from one generation to the next. Although traditional fishermen play a significant role in the region's economy, there are a number of advantages and disadvantages they face in carrying out their activities at sea. This article will explain these aspects in more detail.

## Advantages of Traditional Fisherman

- 1. The Use of Local Wisdom and Simple Technology :** Traditional fishermen in Selayar Regency generally utilize local wisdom and simple technology in their fishing activities. This wisdom, such as knowledge of wind patterns, ocean currents, and fish seasons, is passed down from generation to generation. The use of traditional fishing gear such as fishing rods, nets, and non-motorized boats (sailboats) is part of their advantage in preserving marine resources. This traditional fishing method tends to be more environmentally friendly because it does not damage the marine ecosystem, in contrast to some modern methods that often cause damage to coral reefs and threaten fish populations.
- 2. Low Operating Costs :** The simple technology used by traditional fishermen does not require huge costs for maintenance and operation. The absence of the use of modern machines means they do not have to spend money on fuel, engine maintenance, or parts. This allows them to continue operating despite difficult economic conditions. The reliance on human labor and manual equipment also makes them more economically independent and less dependent on fossil fuels whose prices fluctuate.
- 3. Social and Cultural Resilience** Traditional fishermen in Selayar Regency have strong social solidarity. Fishing communities often work together in groups to catch fish, share the catch, and maintain social relationships between them. This creates cultural resilience that strengthens local identity. Traditional life based on the values of mutual cooperation and togetherness helps to overcome the economic and social challenges faced by fishermen.
- 4. Positive Impact on Tourism :** Fishermen's traditions and traditional fishing methods often attract the attention of tourists who visit Selayar Regency. Tourists who are interested in the local culture can see the traditional

fishing practices in the sea and experience being a daily fisherman. This creates opportunities for the development of the tourism sector based on marine and culture, as well as increasing income for fishermen.

## Disadvantages of Traditional Fishermen

- 1. Limited Access to Technology and Capital** One of the biggest challenges faced by traditional fishermen in Selayar is limited access to modern technology and business capital. Traditional fishing equipment tends to have limitations in terms of efficiency and quantity of catches. Fishermen who use simple technology often cannot reach wider or deeper fishing areas, where there are more fish. In addition, without adequate capital, it is difficult for traditional fishermen to increase their production capacity.
- 2. Limitations of Catch Results** The limitations of technology used by traditional fishermen have a direct impact on their catch. Sailboats or motorless boats limit their mobility at sea, so they can only operate within a certain distance from the coast. This makes them unable to compete with fishermen who use large motorboats and more modern fishing equipment. In addition, erratic weather can limit their operational days at sea, making the catch unstable.
- 3. Dependence on Nature** Traditional fishermen are highly dependent on natural conditions, such as weather, wind, and ocean currents. If the weather is bad, fishermen cannot go to sea, so their income becomes uncertain. The fish season also greatly affects the catch, because in certain seasons the number of fish available is less. This dependence creates a high risk to their economic sustainability, especially when extreme weather occurs more frequently due to global climate change.
- 4. Competition with Modern Fishermen** Traditional fishermen face stiff competition from modern fishermen who have access to more advanced technology and larger boats. Modern fishermen can catch more fish and

reach a wider fishing area. This competition often makes the selling price of fish caught by traditional fishermen lower in the market, reducing their income. In addition, modern fishermen often use less environmentally friendly fishing methods, which indirectly harms traditional fishermen due to the decline in fish populations.

#### **5. Lack of Infrastructure and Policy Support**

Traditional fishers often do not receive adequate support from the government, especially in terms of access to infrastructure facilities and policies that support the sustainability of their businesses. Access to markets, distribution of catches, and capital support are challenges that traditional fishermen often face. The lack of attention to their needs makes it difficult for traditional fishermen to develop and improve their economic well-being.

Traditional fishermen in Selayar Regency play an important role in preserving marine resources and local culture, but they also face significant challenges in economic activities at sea. Their strengths lie in the use of local wisdom, social solidarity, and low operational costs, but their disadvantages include limited access to technology, low catches, and dependence on nature. To improve their welfare, support from the government and the community is needed in terms of access to technology, capital, and policies that are pro-traditional fishermen.

#### **C. Traditional fishermen's strategies in building family welfare in Selayar district**

Selayar Regency, which is located in South Sulawesi Province, is known as an area that has extraordinary marine potential. The lives of coastal communities in Selayar are highly dependent on marine products, where the fishing profession is the main foundation of the economy. However, traditional fishermen often face various challenges in their lives. Various things such as weather uncertainty, limited fishing gear, and fluctuations in fish prices in the market often affect fishermen's income. In such a situation,

traditional fishermen in Selayar Regency need to design various strategies to improve family welfare.

One of the approaches often taken by traditional fishermen is to expand the variety of sources of income. Fishermen not only rely on fish catches at sea, but also take advantage of various other economic sources. When the season is not at sea, many fishermen participate in agricultural, livestock, or trading activities. Family income remains stable thanks to business diversification, especially when seafood production declines due to bad weather or the famine season. In addition, there are fishing families who are increasing their businesses in the field of processing marine products, such as producing salted fish or other marine products that have a higher selling value.

Fishermen in Selayar have begun to integrate modern technology in their fishing activities even though they are limited to traditional fishing equipment. Some fishermen use equipment such as GPS or simple radar to help in locating fish more accurately. Although not all fishermen have this equipment, there is cooperation between fellow fishermen or assistance from the government in obtaining the technology. With the support of technology, traditional fishermen can increase the efficiency of fishing, while increasing the quantity and quality of their catches, which will directly nourish the welfare of their families.

The role of women in the life of fishermen's families also has an equal importance. In Selayar, fishermen's wives often participate in processing their catches, whether it is for family needs or sold in the market. They make fish into products that have a longer shelf life, such as salted fish or fish crackers. These women take part in managing family finances, managing income, and setting aside some money for savings or urgent needs. By participating in family economic activities, women contribute to strengthening the economic resilience of fishing families when facing challenges.

Social and cultural values, such as mutual cooperation and solidarity between fellow



fishermen, remain strong in Selayar Regency. The livelihoods of traditional fishermen depend heavily on this social network. They always support each other in everything from repairing boats, providing fishing equipment, to marketing their catches. This collaboration not only has a positive impact on reducing production costs, but also strengthens the bond of solidarity and independence among fishermen. In addition, several groups of fishermen have formed cooperatives or joint business groups with the aim of increasing their bargaining power in the market, gaining access to capital, and purchasing fishing equipment together. This strong social network has an important role in maintaining and improving the welfare of traditional fishermen.

Moreover, understanding how important it is to take care of the sustainability of the marine environment is also part of the traditional fishermen's plan. They realize how important it is to preserve the ocean so that the fishery resources that are their livelihood can be sustainable. In Selayar, fishermen are more inclined to use environmentally friendly fishing techniques, without using equipment that can damage the ecosystem, such as fish bombs or harmful chemicals. This awareness not only focuses on the needs of the present, but also as an investment to ensure the sustainability of marine resources for future generations. Fishermen participate in various marine conservation programs, such as replanting coral reefs and preserving mangrove forests, in order to protect coastal ecosystems.

In addition to assistance from their own businesses, fishermen in Selayar also receive support from the local government and various community organizations. Assistance received from the government such as skills training, microfinancing, and fishing gear procurement has provided significant assistance to fishermen in reducing their burden. The government also provides education on the importance of maintaining marine resources in a sustainable manner to ensure that fishermen can go to sea while still paying attention to the existing ecosystem. This empowerment program provides

a wider opportunity for fishermen to access technology, markets, and capital, which will ultimately improve their well-being.

In facing all kinds of challenges, traditional fishermen in Selayar Regency have shown their ability to adapt and design various strategies to improve family welfare. Through various ways such as income diversification, the use of technology, supporting the active role of women, strengthening social networks, and raising awareness of the importance of sustainable environmental management, all of these steps play a role in improving the welfare and resilience of fishing families in coastal areas. Collaboration between fishermen, the government, and NGOs is crucial in maintaining the sustainability of their livelihoods in the future.

### **Conclusion:**

Selayar Regency has a huge potential for coastal and marine resources, including a diversity of ecosystems such as coral reefs, seagrass meadows, mangrove forests, and fisheries, which are important capital for sustainable development. The area of small islands and underwater beauty, including part of the World Coral Triangle, opens up great opportunities for the development of the marine tourism sector and the fishing industry. However, the main challenges are suboptimal resource management, as well as the limitations of traditional fishermen's fishing gear. To maximize this potential, collaboration between the government, the community, and the private sector is needed in improving infrastructure, modernizing fishing gear, and maintaining the sustainability of marine ecosystems through conservation and education. The development of the fisheries and tourism sector is expected to improve the welfare of coastal communities, while sustainable management will maintain environmental sustainability.

Traditional fishermen in Selayar Regency have an important role in preserving marine resources and local culture by utilizing local wisdom and simple technology that is environmentally friendly, as well as low operational costs. They are also

known for their strong social solidarity, which strengthens cultural identities and creates opportunities for tourism. However, traditional fishermen face challenges such as limited access to technology and capital, low catches, dependence on natural conditions, competition with modern fishermen, and lack of infrastructure and policy support from the government. Better support is needed to improve their economic well-being.

Selayar Regency, South Sulawesi, has great marine potential, with the majority of coastal communities dependent on marine products. Traditional fishermen face challenges such as weather, limited fishing gear, and fluctuations in fish prices, but they develop various strategies to maintain the well-being of their families. Diversification of sources of income, such as farming and seafood processing businesses, is one of the important ways. The application of modern technology, such as GPS, has also increased the efficiency of fishing. Women also play a role in fish processing and household financial management. Strong social networks, mutual cooperation, and the formation of cooperatives help reduce costs and increase solidarity. Awareness of environmental sustainability and support from the government and NGOs through training and access to capital further strengthens the economic resilience of traditional fishermen.

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