SOCIUS:
Jurnal Pendidikan dan Pembelajaran Ilmu Pengetahuan Sosial
Volume 9, No 2, October 2020, pp. 94-103
P-ISSN: 2089-9661 | E-ISSN: 2089-967X
DOI: http://dx.doi.org/10.20527
Open Access: https://ppjp.ulm.ac.id/journal/index.php/JS/index

WOMEN'S EMPOWERMENT IN THE LOK BAINTAN FLOATING MARKET, SOUTH KALIMANTAN PROVINCE

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A R T I C L E I N F O
Article history:
Received 3 August 2020
Accepted 20 September 2020
Available online 10 Oktober 2020

Keywords:
women empowerment; tourism; floating market

Kata Kunci:
pemberdayaan perempuan, pariwisata, pasar terapung

A B S T R A K

Lok Baintan floating market is a tourism icon in South Kalimantan Province. The tourism activity in this floating market is buying and selling activities. Buying and selling activities are approved by women. The purpose of this study is to analyze the role of women in tourism activities, and to analyze women's empowerment in the Lok Baintan Floating Market. The method used in this study is a qualitative method by conducting depth interviews with women traders and local governments. The results showed that women in the Lok Baintan Floating Market area have a role as traders. They collected their own merchandise and then resold it in the Lok Baintan Floating Market. Empowerment of female traders is still not optimal. Women empowerment in social economics is still limited. They are not members of tourism organizations or Pokdarwis. Female traders are still limited in terms of carrying out tourism activities, they only talk about trading, and there is no desire to increase their income. Women traders are still limited on political empowerment. They do not have the role to determine the tourism policy. The tourism sustainability in Lok Baintan Floating Market is determined by the women trader desire to conserve the river culture in South Kalimantan.

A B S T R A C T

Pasar terapung Lok Baintan merupakan ikon pariwisata di Provinsi Kalimantan Selatan. Kegiatan wisata di pasar terapung ini adalah kegiatan jual beli. Aktivitas jual beli disetujui oleh perempuan. Tujuan penelitian ini adalah menganalisis peran perempuan dalam kegiatan pariwisata, dan menganalisis pemberdayaan perempuan di Pasar Terapung Lok Baintan. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan melakukan wawancara mendalam dengan perempuan pedagang dan pemerintah daerah. Hasil penelitian menunjukkan bahwa perempuan di kawasan Pasar Terapung Lok Baintan memiliki peran sebagai pedagang. Mereka mengumpulkan barang dagangan sendiri untuk kemudian dijual kembali di Pasar Terapung Lok Baintan. Pemberdayaan pedagang perempuan masih belum optimal. Pemberdayaan perempuan dalam bidang sosial ekonomi masih terbatas. Mereka bukan anggota organisasi pariwisata atau Pokdarwis. Pedagang perempuan masih terbatas dalam melakukan kegiatan pariwisata, mereka hanya berbicara tentang perdagangan, dan tidak ada keinginan untuk menambah penghasilan. Pedagang perempuan masih terbatas pada pemberdayaan politik. Mereka tidak memiliki peran untuk menentukan kebijakan pariwisata. Keberlanjutan pariwisata di Pasar Terapung Lok Baintan ditentukan oleh keinginan pedagang perempuan untuk melestarikan budaya sungai di Kalimantan Selatan.

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INTRODUCTION

Lok Baintan Floating Market is a tourist icon in South Kalimantan. This tourism object describes the cultural activities in South Kalimantan. Buying and selling activities on small boats *(jukung)* is a tourist attraction in the Floating Market. The buying and selling activities are dominated by women (Arisanty et al., 2017, 2019, 2018).

Women are the driving force of tourism activities in Lok Baintan. The entire series of tourist activities is controlled by women. Nevertheless, the role of women is still felt to be low at the top level. Women are only actors, not as policy makers in tourism activities (Arisanty et al., 2017).

The position of women in Lok Baintan Floating Market is constrained as a trader, as a collector of merchandise such as agricultural products, fisheries, and handicrafts. There are also those who play the role of craftsmen not as traders and some who act only as traders and take merchandise to others (Arisanty et al., 2017).

Community empowerment is a pillar in tourism development (Cahyaningrum, 2017). The tourism sector also has an important role in women's empowerment and women equity (Mishra & Sawarkar, 2013; Mrema, 2015). Women's participation in tourism activities has a significant impact on socio-economic empowerment and can motivate women to be more involved in tourism activities (Kunjuraman & Hussin, 2016). Women's economic empowerment is very important to realize women's rights, and to achieve broader development goals such as economic growth, poverty reduction, health, education, and welfare (Hamzic & Ekbladh, 2017). The role of a woman in the tourism sector is determined by some factors, i.e. education, family background, physical condition, language, and the ability to set their own criteria. Gender-based roles are determined by tourist demand and demand based on employment (Sony, 2012).

Tourism is an important part of world GDP (more than 10%) and creates around 8% of world employment. People working in the tourism sector, 60-70% are women (UNWTO, 2008). Women who work at the executive level or at the level of decision makers are still limited (Alarcón & Mullor, 2018). However, tourism is a sector that provides opportunities for workers with low skills to work, and women who have responsibility to their families and take part-time work (Pitanatri, 2016).

The most significant impact of women's empowerment in tourism activities is poverty alleviation, especially in rural areas. As a result, there has been an increase in the role of women in tourism projects, especially those managed by the community. In addition, the advantage in women's empowerment in the tourism sector is the reduction in inequality or gender bias (Mohanty & Chandran, 2018).

Empowerment of women in tourism activities can be divided into psychological empowerment, social empowerment and political empowerment. Psychological empowerment can be seen from the sense of pride of the community towards tourist destinations where they live. The arrival of tourists in their homes to see the uniqueness of the culture becomes a pride for the people who are there. Women are considered as agents of cultural preservation. Social empowerment can be seen from the opportunity of individuals to be involved in tourism activities. Communities usually work together to meet the needs of tourists so that cohesiveness emerges within the community. Women who were originally only in the household, could work in the tourism sector, providing tourist needs. Togetherness in providing the needs of tourism activities can lead to togetherness and form a group of women. Political empowerment is characterized by the opening up of community opportunities in making decisions related to tourism activities. Women have the right in terms of decision-making related to tourism, although women's role is still low in decision making related to tourism activities (Rahayu, 2014).

RESEARCH METHOD

Lok Baintan Floating Market is in Banjar Regency in South Kalimantan Province. Astronomically, the location of Lok Baintan Floating Market is 3 ° 17'21.1 "S and 114 ° 40'11.1" E (Arisanty et al., 2018). This research is a qualitative research. Data obtained based on field observations, in-depth interviews, and secondary data from the results of research on Lok Baintan Floating Market. Observations were made to identify the activities of women traders, and the types of goods they sell. In-depth interviews were conducted to obtain information about women's empowerment in the Lok Baintan Floating Market tourist area which includes empowering women socio-economic, political empowerment, and psychological empowerment (Rahayu, 2014). Secondary data from research results to obtain information about the lives of female traders and the activities of women traders. Respondents in this study were female traders in the Lok Baintan floating market, Lok Baintan village government such as the Head of Lok Baintan Village and head of the government section of Lok Baintan Village.

Data analysis consisted of data grouping, data reduction, data display, and conclusion drawing (Fatchan, 2015). Grouping of data was based on the type of women empowerment. Data reduction was used to get the tentative conclusion based on the similarities and differences of women empowerment in Lok Baintan Floating Market. Data display present data of women empowerment in Lok Baintan in form of matrix. Data display was used to make it easier to determine advanced conclusions. Conclusion drawing was used to get the conclusion and to get the relation between categories.

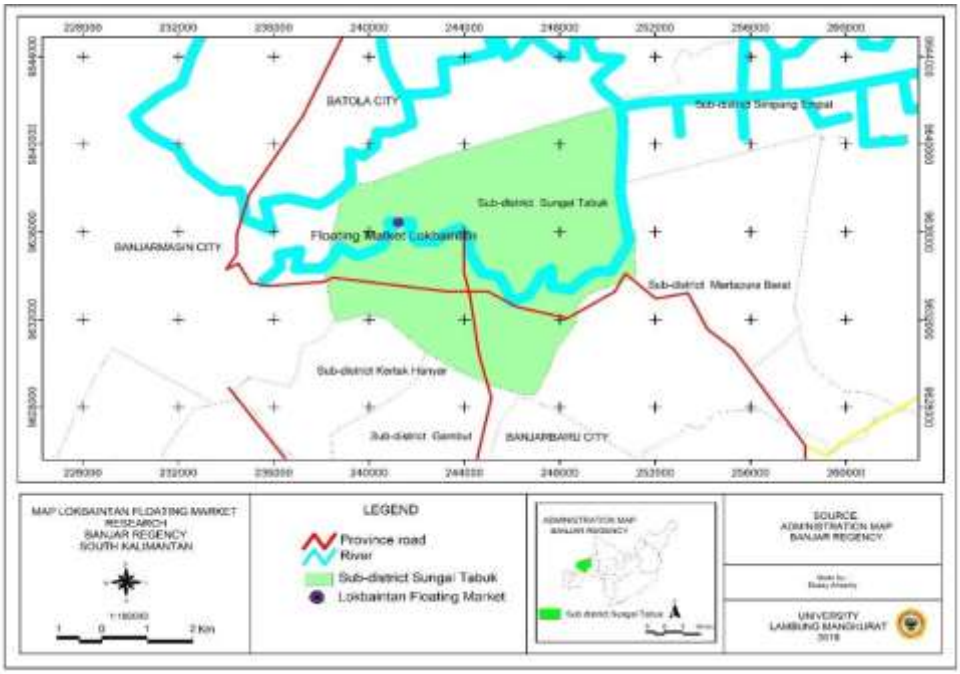

Figure 1. Lok Baintan Floating Market Location (Arisanty et al., 2018)

RESULT AND DISCUSSION

Social and Economic Empowerment

Empowerment of women socially and economically is the opportunity for individuals to engage in tourism activities and get economic benefits in these tourism activities. Community empowerment in tourism activities, one of which is in the activities of tourism conscious groups (*Pokdarwis*). Based on interviews with the head of Lok Baintan village, the tourism conscious group (*Pokdarwis)* in Lok Baintan Floating Market has been established since 2014. *Pokdarwis* in Lok Baintan Floating Market was established by the Banjar Regency Tourism Office, South Kalimantan. Its members consist of residents of Lok Baintan village and tourism actors who have care and responsibility, and play a role to create a climate conducive to development of tourism in the Lok Baintan Floating Market. Tourism is expected to increase income and provide greater benefits for Lok Baintan villagers.

Pokdarwis members are dominated by men, involving very few female traders. Even so, every time there was a meeting that discussed tourism, women traders were still involved in the meeting. *Pokdarwis* was formed in Lok Baintan Village turned out to be no continuation or passivity. This *Pokdarwis* is not active because of several matters related to funds and the lack of government or official attention related to the *Pokdarwis* that has been formed. Since 2014 until now in 2019 there has been no activity or product from *Pokdarwis*. Female traders have carried out their own development based on their own insights because it is a tradition to sell in Floating

Market without training from *Pokdarwis* or local government, as interviewed by the Lok Baintan village head as follows:

"The existing *Pokdarwis* was formed in 2014, the chairman of this village. While this role does not exist because there is no guidance from the district, there are activities but not too visible. For most male members, very few women are involved. There is no program from the village, because the funds are limited. While from the village government there are no programs that have been focused on developing floating markets and traders in floating markets. If there is a meeting of activities related to floating markets, we will still involve women sword "

Pokdarwis was basically formed as a driver to provide understanding and provision for Lok Baintan villagers to be able to continue to develop the potential of the creativity of the citizens, especially the traders. *Pokdarwis* also aims to attract the attention of citizens to participate in building the tourism potential of Lok Baintan Floating Market so that citizens have the knowledge and expertise in tourism, so it is expected to be a provision to make a real contribution to the economy of the village community.

The constraints experienced by village officials who cannot focus on tourism development are limited funds and the absence of human resources that make it possible to foster these traders. Data from residents who actively trade also have never been recorded, so it is not known exactly which residents actually work as traders, suppliers of goods and collectors.

Figure 2. Trading activities in Lok Baintan Floating Market (Arisanty et al., 2018)

Women traders found in Lok Baintan Floating Market were not aware of *Pokdarwis* in this tourist area because there was no socialization and no training activities were given to female traders. Traders also said they had never attended training related to tourism activities such as how to package the products they sell. So far, traders have been providing their merchandise independently from their gardens, buying from other people's gardens, buying fish and packing salted fish based on their own creativity, and providing handicrafts by buying from craftsmen. The

limited knowledge and creativity of the traders caused no development of products sold in the Lok Baintan floating market. These limitations cause tourism activities to not produce good results for their livelihoods. Traders are only able to earn around 20,000-50,000 rupiah/day. These earnings are still not enough for their daily needs (Arisanty et al., 2017). Nonetheless, the existence of this floating market has provided opportunities for women traders who are dominated by older and less educated women to work. Women have the opportunity to work while taking care of their families.

The results of tourism activities are still very lacking for the welfare of the lives of women traders in Lok Baintan, although female traders are the main actors in tourism activities in Lok Baintan Floating Market. The income only comes from the merchandise, there is no other additional income from tourism activities. Although it has become a tourist icon of the province and has become a tourist destination, it is still not able to increase the income of women traders. Tourism management is still limited and the involvement of women traders who are still limited to tourism organizations is a contributing factor. Therefore, empowering women in the socio-economic field is still relatively low.

Political Empowerment

Women traders are involved in meetings that discuss tourism activities in the Floating Market. They remain a part of tourism activities. Even so, their existence is not as a decision maker. They are also not the main tourist actors who determine the policy and sustainability of tourism activities. They are only considered as part of the tourist who needs to be directed especially when there is a tourist event at Lok Baintan Floating Market.

Women who trade in the Floating Market are dominated by low-educated and old-age traders. In addition, many women traders have no skills other than trading in the Floating Market. Therefore, it is difficult to involve these rural women to become decision makers in tourism activities. Decision makers related to tourism activities are still carried out by the village government and the Tourism Office, while still involving women traders. Therefore, empowering women in the political field is still relatively low.

Psychology Empowerment

Socio-economically, trading activities at Lok Baintan Floating Market have not yet fully engaged women traders and have not been able to make strides in the welfare of women traders, but women traders continue to actively trade in the Floating Market. This is due to a sense of pride in their territory which is used as a tourist area. In addition, merchant women reasoned that trading on the river had become the culture of the people there and had become a routine of their lives which was not unusual far from the life of the river. Although there is no program from the village,

there is no *Pokdarwis* activity, and there is no program from the tourism agency, traders will still cultivate the floating market.

Figure 3. Settlements along the river that describe river life (Arisanty et al., 2018)

Women traders feel that it is their duty to preserve river culture while still trading on the river.A sense of pride and the desire to preserve the culture of selling in the river, and the river is considered as a source of their livelihood, causing the Lok Baintan Floating Market tourist area to survive until now. Floating markets are indeed very closely related to river culture. The river is indeed inseparable in the lives of the Banjar people. Many Banjar community settlements are built along the river (Normelani, 2016). *Jukung* or small boats are their means of doing activities in the river (Normelani, 2016; Normelani et al., 2015).

Most traders who sell at Lok Baintan floating market are old women. If there is no regeneration of traders, then the existence of a floating market is threatened. Planting a sense of pride in the floating market and river life does need to be instilled in the young generation, so that the existence of a floating market becomes sustainable and remains an icon of the community of South Kalimantan.

Figure 4. Women using small boat or *jukung* (Arisanty et al., 2018)

Lok Baintan Floating Market has become part of the lives of women traders. The existence of a floating market has provided opportunities for women traders to do activities outside besides taking care of their families. Women are given the opportunity to develop their potential and area. Women's empowerment encourages women to be more independent and able to access resources. Women are also required to have solutions to better access resources (Sujarwo et al., 2017).

Women's empowerment in Lok Baintan Floating Market is still not optimal. Women still do not have a great opportunity to access tourism organizations such as tourism awareness groups and other women's organizations. The number of women who are members is still very low in the community.

The presence of women in tourism activities has not contributed much to their welfare or regional development. Economic empowerment provides opportunities for women to have jobs, financial services, poverty, skill development, and obtain market information. Women's empowerment is the solution to the economic and financial crisis (Equality, 2011). Empowerment through the tourism sector has provided many opportunities to improve the quality of life (Aghazamani & Hunt, 2017). Although women have not been optimally empowered in the Lok Baintan, jobs in the tourism sector have provided opportunities for women traders to work to help their families' economies. Those who are old and have low education still can work.

The willingness of traders to continue to preserve river culture has contributed to maintaining tourism in Lok Baintan Floating Market. Similar research in Bali also shows the same thing, that women have contributed high in preserving culture (Pitanatri, 2016). Regeneration determines the sustainability of tourism activities. The sense of belonging and pride of the young generation towards the Lok Baintan Floating Market tourism object will determine the sustainability of this floating market in the future.

CONCLUSION

Tourism activities in Lok Baintan Floating Market are dominated by women. Women traders are as the main actors in tourism activities. Even so, empowering female traders is still not optimal. Socio-economic empowerment is still low because tourism activities have not provided enough income to traders. Political empowerment is also still low because women traders do not play an active role in tourism organizations (*Pokdarwis*). Psychological empowerment is good because traders feel very proud of tourism activities and are eager for preserving river culture. The continuity of tourism activities in Lok Baintan Floating Market is determined by psychological empowerment.

Acknowledgment

This research is funded by the Ministry of Research, Technology, and Higher Education through research grant. The author would like to thank for the research funding.

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