

A Minapolitan Tourism Village Model for Empowering Coastal Women

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Abstract: This study aims to analyze the potential, existing conditions, challenges, and formulate a women's empowerment model for the development of a Minapolitan tourism village in Berahan Wetan Village, Wedung District, Demak Regency. The research employed a qualitative case study design. Data were collected through interviews, observation, and documentation review. The findings indicate that: (1) Berahan Wetan Village possesses strong minapolitan potential, particularly in brackish-water aquaculture, seafood-processing micro, small, and medium enterprises predominantly managed by women, as well as the socio-cultural assets of the coastal community. However, this potential has not been optimally managed due to weak tourism village institutions, limited integration between the Tourism Awareness Group (Pokdarwis) and the Village-Owned Enterprise (BUMDes), low digital literacy among women, limited infrastructure, and ecological challenges such as coastal abrasion and tidal flooding. These conditions have led to fragmented, unsustainable development of the Minapolitan tourism village. (2) The women's empowerment model is based on a Community-Based Tourism approach integrated into three main pillars: capacity building, institutional strengthening, and the integration of the Minapolitan value chain. This model positions women as key actors in coastal economic diversification and supports the development of an inclusive and sustainable tourism village.

Keywords: Minapolitan Tourism Village, Women's Empowerment, Coastal Communities, Community-Based Tourism

Abstrak: Penelitian ini bertujuan untuk menganalisis potensi, kondisi yang ada, tantangan, dan merumuskan model pemberdayaan perempuan untuk pengembangan desa wisata Minapolitan di Desa Berahan Wetan, Kecamatan Wedung, Kabupaten Demak. Penelitian ini menggunakan desain studi kasus kualitatif. Data dikumpulkan melalui wawancara, observasi, dan tinjauan dokumentasi. Temuan menunjukkan bahwa: (1) Desa Berahan Wetan memiliki potensi Minapolitan yang kuat, khususnya dalam budidaya perairan payau, usaha mikro, kecil, dan menengah pengolahan hasil laut yang sebagian besar dikelola oleh

perempuan, serta aset sosial budaya masyarakat pesisir. Namun, potensi ini belum dikelola secara optimal karena lemahnya lembaga desa wisata, terbatasnya integrasi antara Kelompok Kesadaran Pariwisata (Pokdarwis) dan Badan Usaha Milik Desa (BUMDes), rendahnya literasi digital di kalangan perempuan, terbatasnya infrastruktur, dan tantangan ekologis seperti abrasi pantai dan banjir pasang surut. Kondisi ini telah menyebabkan pembangunan desa wisata Minapolitan yang terfragmentasi dan tidak berkelanjutan. (2) Model pemberdayaan perempuan didasarkan pada pendekatan Pariwisata Berbasis Komunitas yang terintegrasi dalam tiga pilar utama: peningkatan kapasitas, penguatan kelembagaan, dan integrasi rantai nilai Minapolitan. Model ini menempatkan perempuan sebagai aktor kunci dalam diversifikasi ekonomi pesisir dan mendukung pengembangan desa wisata yang inklusif dan berkelanjutan.

Kata Kunci: Desa Wisata Minapolitan, Pemberdayaan Perempuan, Masyarakat Pesisir, Community-Based Tourism

Introduction

Coastal areas play a vital role in supporting national economies by contributing significantly to fisheries, maritime tourism, and sea-based industries. A study by Setyorini et al., (2023) found that more than 60% of Indonesia's coastal population depends on the traditional fisheries sector, which remains highly vulnerable to climate fluctuations, environmental degradation, and market price instability. This situation explains why coastal regions such as Demak Regency, whose economy is dominated by fisheries and aquaculture, require more adaptive, sustainable diversification strategies. One relevant approach is the development of fishery-based tourism villages, or minapolitan tourism villages, as recommended by the Ministry of Maritime Affairs and Fisheries (KKP) through its integrated fisheries cluster framework (Hadi et al., 2025).

Berahan Wetan Village in Wedung District possesses characteristics highly conducive to the implementation of such an approach. Located in a coastal area, the village integrates fisheries activities, aquaculture, maritime culture, and emerging maritime tourism potential. The Wedung District has more than 2,200 hectares of ponds, a large proportion of which are located in Berahan Wetan Village (Aziz, 2024). The scale and productivity of these ponds have established Berahan Wetan as one of the largest fisheries and aquaculture centers in Demak, making it a strategic location for minapolitan development an approach that emphasizes the integration of production, processing, and marketing within a single integrated economic area.

The fisheries potential of Berahan Wetan Village is further reinforced by its status as one of the largest producers of milkfish and shrimp along the northern coast of Central Java. According to a 2024 report by the Demak Regency Maritime Affairs and Fisheries Office, milkfish production from Berahan Wetan's fishponds exceeds 1,400 tons per year. It shows an upward trend in line with increasing regional market demand. This substantial potential is highly compatible with the minapolitan tourism concept, which encompasses pond tourism, milkfish cultivation education,

and culinary experiences, a model proven to develop rapidly in coastal areas across Southeast Asia (Yong et al., 2025). In addition, the village features tourist attractions such as Tirangan Island, a seasonal sandbar that attracts local visitors. The 2024 Demak Tourism Office report recorded a 12–15% annual increase in visitor numbers, signaling strong opportunities for nature-based tourism, boat tourism, coastal education, and mangrove conservation (Astuti, 2025).

The strengths of Berahan Wetan Village extend beyond its natural fisheries resources to include its rich coastal cultural heritage. Local traditions such as sea alms (*sedekah laut*), fishing rituals, and community-based economic activities represent social capital with significant potential to develop into cultural tourism attractions. Demonstrated that integrating cultural dimensions into fisheries activities within a minapolitan tourism model can enhance tourist appeal while simultaneously expanding creative economy opportunities, particularly for coastal women. Nevertheless, Berahan Wetan also faces complex economic challenges, including heavy dependence on fishermen's income, vulnerability to extreme weather, and declining pond productivity due to sedimentation. These challenges make economic diversification through minapolitan tourism development a strategic imperative, especially for strengthening the capacity of coastal women who are already active in the informal sector. Documented that more than 57% of coastal women work in the informal sector, such as home-based fish processing, yet continue to face limited access to training, digital marketing, and institutional support.

The urgency of developing Berahan Wetan Village is further reinforced by its designation as a priority area in the Demak Regional Spatial Plan (RT/RW) 2021–2041, specifically as an integrated fisheries economic cluster in the southern coastal region. This designation underscores the need for academic research on Wedung's readiness, opportunities, and challenges in developing a minapolitan tourism village that is not merely oriented toward economic growth but also actively promotes women's participation across the fisheries and tourism value chains (Prasetyo et al., 2020). Globally, the minapolitan concept, which integrates fisheries production, processing, marketing, and tourism services, has proven effective in enhancing the value of local products. International studies have also emphasized that community-based coastal tourism can improve the welfare of coastal communities when managed in an integrated and participatory manner (Wong et al., 2022).

Despite this promising potential, several studies have shown that coastal women remain marginalized within the broader economic landscape. Found that coastal women are generally confined to low-wage informal employment with limited access to capital, training, and market networks. This situation is corroborated by Mulyasari et al., (2021), who found that women on the coast of Southeast Asia have not yet fully integrated into empowerment programs based on fisheries and tourism. who found that coastal women in Southeast Asia have not yet been fully integrated into fisheries- and tourism-based empowerment programs. In Demak, BPS data (2022) documenting the dominance of women in the informal sector further confirms the need for a more inclusive empowerment model. Various evaluations of the implementation of the minapolitan

program in Indonesia have also revealed persistent weaknesses, including suboptimal inter-institutional coordination, limited human resource capacity, and insufficient value chain integration. Similar challenges are observed in coastal tourism village development, which is frequently hampered by inadequate infrastructure, limited digital marketing capabilities, and low levels of women's participation in policy-making processes (Fitriani et al., 2025).

Recognizing the gap between Wedung's considerable potential, the challenges of minapolitan implementation, and the still-limited empowerment of coastal women, the development of a minapolitan tourism village emerges as a strategic space for creating new economic opportunities for women through tourism services (homestay management, culinary enterprises, guiding) and value chain strengthening in fisheries (processing, packaging, marketing, and product branding). Research by Rahmawati et al. (2026) found that women's involvement in tourism village development can increase household income by up to 30% when supported by management training and access to financing. Similar models have been successfully implemented in the Philippines and Thailand, where integrating fisheries and ecotourism has expanded women's economic participation. This study, therefore, addresses a significant research gap by examining how minapolitan tourism villages can be optimized as a women's empowerment model in Wedung, to map local potential, identifying structural and cultural obstacles, and formulating a context-appropriate minapolitan-based women's empowerment model suited to the socio-economic realities of coastal communities. The novelty of this study lies in its integration of the minapolitan value chain with a gender-responsive Community-Based Tourism framework (Satria, Matsuda, & Sano, 2006). This combination has not yet been examined in the specific context of Demak's coastal villages.

Given these considerations, this study contributes to the literature on coastal development, sustainable tourism development, and gender studies. At the practical level, the findings are intended to serve as policy recommendations for local governments, tourism village managers, and community empowerment institutions, to ensure that coastal economic development proceeds inclusively and sustainably.

Methods

Research Design

This study employed a qualitative case study design to examine the Minapolitan Tourism Village Development Model as an effort to empower women in the coastal area of Berahan Wetan Village, Wedung District, Demak Regency. The qualitative approach was selected because it allows for an in-depth understanding of the social, economic, and cultural dynamics of coastal communities, particularly with respect to women's involvement in minapolitan-based tourism village development.

The case study design was used to examine the practices, strategies, and processes of women's empowerment comprehensively within the context of tourism village development integrated

with the fisheries and maritime sectors. This study adopted a descriptive-analytical approach to describe the potential, existing conditions, and challenges of Minapolitan Tourism Village development, and to identify a relevant and effective women's empowerment model in Berahan Wetan Village, Wedung District.

This study was conducted in Berahan Wetan Village, Wedung District, Demak Regency, a coastal area with significant marine potential, particularly in capture fisheries, aquaculture, and seafood processing. This location was selected due to the close interrelationship between its coastal economic activities, tourism village development prospects, and women's role in managing local resources.

Study subjects comprised coastal women engaged in economic, social, and tourism activities in the village, as well as key actors involved in the development of the Minapolitan Tourism Village. Informant selection was conducted using purposive sampling, based on the informants' direct involvement and knowledge of the women's empowerment process and tourism village development.

Informants in this study included:

- 1) Coastal women engaged in minapolitan economic activities, such as fisheries product processing, coastal culinary enterprises, and tourism-based creative economy.
- 2) Women involved in the management and service delivery of Minapolitan Tourism Villages.
- 3) Community figures, Pokdarwis management, and village officials involved in tourism village planning and development.
- 4) Relevant stakeholders, including sub-district officials, village facilitators, and community empowerment program actors.

Data Collection

To obtain comprehensive and in-depth data, this study employed multiple complementary data collection techniques. In-depth semi-structured interviews were conducted with coastal women, tourism village management, and relevant stakeholders. This technique aimed to explore informants' experiences, strategies, and perceptions of the process and impact of women's empowerment in the development of the Minapolitan Tourism Village.

In addition to interviews, this study also used participatory observation, in which the researchers directly observed various economic and tourism activities involving women, including fisheries production and processing, tourism activities, skills training, and social interactions in tourism village management. This observation allowed the researchers to contextually understand how women's empowerment practices are enacted in the daily life of coastal communities.

The third data collection technique was a documentation study, conducted by examining relevant documents, including village development planning documents, Pokdarwis activity

reports, business data of women-managed MSMEs, government policies related to tourism villages and minapolitan development, as well as relevant scientific publications and articles. Documentary data were used to strengthen, complement, and validate findings obtained from interviews and observations.

Data analysis

Data analysis in this study was conducted using thematic analysis with reference to the interactive analysis model developed by Miles and Huberman, which encompasses three stages: data reduction, data presentation, and conclusion drawing and verification (Elliott, 2018). Analysis was conducted continuously throughout the data collection process, from the initial stages to the final interpretation, allowing the researchers to capture the dynamics and meanings that emerged in the field.

Data reduction involved selecting, focusing on, and simplifying the raw data from in-depth interviews, participatory observation, and documentation studies. At this stage, the researchers conducted transcription, initial coding, and data grouping based on themes relevant to women's empowerment and the development of the Minapolitan Tourism Village. Data reduction aimed to organize complex information into more directed and meaningful categories aligned with the study's focus.

Data presentation was then carried out in the form of descriptive narratives, tables, and thematic matrices depicting the interrelationships between factors, patterns of women's participation, and the empowerment strategies and mechanisms implemented in tourism village development.

The final stage involved conclusion drawing and verification, which were carried out by formulating key findings based on patterns emerging from the presented data. The verification process was conducted continuously through triangulation of sources and methods, comparing data obtained from multiple informants, data collection techniques, and supporting documents. This step aimed to ensure the consistency, accuracy, and validity of the research findings, so that the conclusions drawn are scientifically accountable.

Results and Discussion

Potential, Existing Conditions, and Challenges of Minapolitan Tourism Village Development in Berahan Wetan Village

Berahan Wetan Village has strong minapolitan potential, particularly in pond cultivation, brackish-water fisheries, and seafood processing. Field data indicate that the pond area in Wedung is approximately 1,245 hectares, making it one of the largest milkfish and shrimp production centers in Demak Regency. One informant, Mr. AR (Chairman of the Fish Farmers Group), explained: "Milkfish production in Wedung can reach 3–4 tons per harvest cycle in large groups, and this is actually very worthy of being developed as a pond education tourism attraction." This

finding is consistent with the minapolitan framework of the Ministry of Maritime Affairs and Fisheries, which emphasizes upstream–downstream integration of the fisheries sector within a regional development framework. Research by Hakim & Dewi (2021) in Marine Policy confirmed that coastal areas with a brackish-water aquaculture base possess substantial potential for economic diversification through fisheries tourism.

Another identified potential is the presence of women's MSME clusters, particularly in the processing of smoked fish, presto milkfish, shrimp paste, and fish crackers. Of the 64 registered MSMEs, approximately 72% are managed by women. Informant Mrs. Hayati (an MSME actor) stated: "Women in Wedung have long been active in processing seafood, but this activity has not yet been directed into culinary tourism packages or product workshops." Analysis shows that the productive activities of these women open significant opportunities for developing Community-Based Tourism (CBT). The study by Setyorini et al. (2021) also confirmed that women's empowerment is a key factor in the success of coastal tourism villages.

Regarding existing conditions, this study found that the institutional structure of the tourism village has not yet been optimally established (Pranoto et al., 2023). The Wedung Pokdarwis (Tourism Awareness Group) still operates informally and does not yet have an integrated minapolitan tourism plan. In an interview, the Pokdarwis Chairman, Mr. NH, stated: "We are still struggling to compile tourism packages because there has been no training and there is still no roadmap from the village or relevant government offices." This situation is consistent with the findings of those who identified weak local institutions as the primary inhibiting factor in the development of coastal resource-based tourism villages. Field data also showed that supporting infrastructure, including road access to pond areas, sanitation facilities, and public tourism spaces, remains inadequate.

Berahan Wetan Village faces coastal abrasion of up to 3–5 meters per year, and part of the pond area is regularly inundated by tidal flooding (rob). An informant from the Demak Maritime Affairs and Fisheries Office (DKP) explained: "Abrasion in the Wedung area is among the most severe, so parts of the ponds are affected, and this influences the planned minapolitan tourism development." This finding is consistent with the study by Setyawan, (2022) who identified abrasion as the primary threat to the sustainability of the North Java coastal region. These ecological challenges also directly influence tourism planning and the design of minapolitan-based empowerment models (Sari et al., 2024).

This study also identified socio-economic challenges, particularly related to the low digital literacy of women MSME actors and their limited access to capital. In an interview, Mrs. Ninik (an MSME actor) revealed: "Until now, product marketing has depended entirely on local buyers; we have never received training in digital marketing or tourism packaging." Researchers' analysis shows that this obstacle reduces the added value of the fisheries sector and limits the integration of MSME products into tourism packages. The study by L. Rahmawati & Tentama, (2024) This finding

is reinforced by identifying digital literacy and access to capital as the primary determinants of coastal women's economic independence.

Based on these findings, Berahan Wetan Village possesses substantial minapolitan potential that has not yet been optimally managed. The pond cultivation sector, maritime cultural heritage, and women's productive economic activities can collectively serve as the foundation for a sustainable minapolitan coastal tourism village. Nevertheless, multiple challenges spanning institutional capacity, infrastructure, human resources, and ecological vulnerability underscore the urgent need for a more integrated women's empowerment model.

The minapolitan potential of Berahan Wetan Village extends beyond fisheries production to encompass the socio-cultural landscape characteristic of coastal communities. Daily activities of fish farmers from the milkfish and shrimp harvest cycles to local maritime traditions constitute experience-based tourism assets (experiential tourism). From a sustainable tourism perspective, authentic community experiences are increasingly recognized as the primary appeal for modern travelers seeking educational and socially interactive encounters (Richards, 2018). The integration of pond activities with coastal cultural narratives therefore holds considerable potential for development as high-value minapolitan educational tourism.

This study, however, found that this potential has not yet been conceptualized in any village planning document. The absence of a grand design for a minapolitan tourism village has led to development proceeding in a fragmented, ad hoc manner, dependent on individual initiatives. This condition reflects weak governance in tourism village development. Clear participatory planning, a well-defined division of roles among actors, and cross-sectoral policy support heavily determine the success of community-based tourism. Without a robust institutional framework, Minapolitan risks becoming unsustainable and vulnerable to conflicting interests.

From the perspective of women's empowerment, women's dominance in the seafood-processing MSME sector represents strategic social capital. Women not only serve as household economic actors but also as custodians of local knowledge (local knowledge) related to coastal food processing. Unfortunately, this role has not yet been formally recognized within the tourism village policy framework. Kabeer Study, (2016) affirms that women's empowerment involves not merely income improvement but also the strengthening of bargaining position, access to decision-making, and social recognition. In the context of Berahan Wetan Village, women's involvement remains at the operational level; they have not yet been incorporated into the planning and management levels of tourism development.

The digital literacy limitations experienced by women MSME actors also weaken the competitiveness of local products. In the digital economy era, tourism villages cannot be separated from social media-based promotional strategies, e-commerce platforms, and digital storytelling. Research by Canton, (2021) shows that tourism villages that adopt digital technology adaptively demonstrate higher visitor numbers and greater enterprise sustainability. The low digital capacity

of women in Berahan Wetan Village constitutes a serious challenge that must be addressed through structured, ongoing training programs.

Beyond socio-economic factors, ecological challenges, such as coastal abrasion and tidal flooding, carry serious implications for the sustainability of the Minapolitan Tourism Village. Environmental degradation not only threatens pond productivity but also diminishes the appeal of tourism. From a sustainable development perspective, the tourism and fisheries sectors must be managed through an ecosystem-based approach. Ormerod et al., (2018) emphasize that coastal area development must integrate climate change adaptation strategies, mangrove conservation efforts, and local community participation as the primary means of safeguarding both economic and environmental sustainability.

This study also found that cross-actor coordination among the village government, Pokdarwis, fish farmer groups, women's MSMEs, and the regional government has not yet been running optimally. Normatively, the minapolitan concept demands multi-stakeholder collaboration within a single regional development ecosystem (Damayanti, 2018). The weakness of this synergy risks causing program overlap and inefficient resource utilization. The study by Maulana et al. (2024) confirms that collaborative governance is key to community-based area management, particularly in socially and ecologically complex coastal areas.

Based on these findings, it can be confirmed that Berahan Wetan Village has a strong foundation for development as a minapolitan tourism village grounded in women's empowerment. The natural resource potential, women's economic activities, and maritime cultural heritage constitute the primary capital assets, deeply interrelated. However, optimizing this potential requires strengthening the tourism village's institutional framework, improving human resource capacity, especially for women, developing basic infrastructure, and implementing an integrated ecological adaptation strategy. This approach is consistent with the sustainable coastal development paradigm, which positions local communities as primary actors rather than objects of development (Béné et al., 2016). The development of Berahan Wetan Village as a minapolitan tourism village, therefore, cannot be pursued in a sectoral or short-term manner. An integrated, participatory, and gender-responsive women's empowerment model is needed, one capable of balancing economic, social, and ecological interests while strengthening the resilience of coastal communities in the face of global climate and economic change.

A Relevant and Effective Model of Women's Empowerment in the Development of a Minapolitan Tourism Village in Berahan Wetan Village, Wedung District

Berahan Wetan Village holds a strong position in the minapolitan value chain, particularly in the sectors of seafood processing, marketing, and productive household economic activities. However, women's capacity remains limited to technical skills and has not yet been supported by business management training or digital marketing capabilities. Informant Mrs. SR (Chairperson of the Milkfish Processing Women's Group) stated: "The training we receive usually only covers technical production; we have never been directed on how to create tourism packages or sell

products online." This finding aligns with Kabeer, (1999) theory of women's economic empowerment, which emphasizes the importance of access, agency, and achievement as indicators of empowerment.

The development of a minapolitan tourism village opens new opportunities for women to diversify their tourism-based livelihoods through activities such as guided pond tours, fish processing demonstrations, coastal culinary experiences, and sea-inspired souvenir production. This potential was reinforced by Mr. TK (Fisheries Extension Officer), who stated: "Women have great potential as drivers of culinary and educational tourism, but there has been no institutional structure to oversee and develop these activities." The study by Fitriani et al., (2024) confirms that tourism-based livelihood diversification is one of the most effective strategies for reducing the economic vulnerability of coastal women.

The empowerment model identified in this study emphasizes a Community-Based Tourism (CBT) approach that positions women as primary actors. The CBT approach is considered appropriate because it provides full participatory space for communities, especially women, in tourism planning, management, and the utilization of benefits. This finding aligns with Scheyvens (1999) empowerment framework, which states that successful community-based empowerment through tourism is marked by increased community participation and control over decision-making processes.

The contextually appropriate women's empowerment model for Berahan Wetan Village encompasses three main components: (1) capacity building through training in coastal entrepreneurship, digital marketing, and tourism package management; (2) institutional strengthening through the establishment of an Integrated Women's Pokdarwis linked to BUMDes; and (3) minapolitan value chain integration by developing seafood processing activities into tourism attractions. These three pillars are interconnected and operate simultaneously within a unified empowerment ecosystem.

The primary challenges identified include low digital literacy, limited access to capital, and a patriarchal culture that continues to restrict women's space in public decision-making. Interview data showed that women are frequently excluded from village planning forums. This was reinforced by Mrs. NN (a shrimp paste processor), who said, "Village meetings rarely invite women's groups; it is usually only men." This finding is consistent with March, (2018) who stated that the marginalization of women within village institutions represents the primary structural obstacle to economic empowerment in rural areas.

The women's empowerment model through minapolitan tourism villages in Wedung must be grounded in a co-creation approach among the village government, women's groups, the fisheries office, and academic institutions. This collaborative scheme facilitates skills development, inclusive governance, and the expansion of marketing networks. This finding strengthens the inclusive development theory of Chambers, (2017), who emphasized that successful empowerment is largely determined by the community's ability to build value-added local resources collaboratively.

Within this framework, the minapolitan tourism village can serve as a strategic vehicle for advancing the economic independence of coastal women while simultaneously strengthening the village's sustainability.

The study's findings indicate that the development of a minapolitan tourism village serves as an important catalyst for transforming women's roles in the coastal economy. The proposed empowerment model is oriented toward strengthening women's capacity at both structural and cultural levels. Structurally, women gain greater access to training, institutional involvement, and business networks. Culturally, women's participation in minapolitan tourism catalyzes a shift in community perceptions from viewing women solely as domestic supporters to recognizing them as economic actors in their own right. Utami et al., (2024) emphasize that community-based tourism villages can drive positive social change for women when managed inclusively.

From the perspective of participatory development theory, the Women-Led CBT approach identified in Berahan Wetan is consistent with the principle that women's involvement at the partnership level is important, rather than mere tokenism. The strengthening of women within minapolitan tourism villages has yielded significant impacts, including increases in MSME income of 10–20% following processing and marketing training. This is consistent with the findings of Jr. & Molua (2024), who concluded that tourism-based women's empowerment enhances the economic stability of coastal households.

Based on the analysis, the formation of the Minapolitan Women's Tourism Group is the most effective strategy in the context of Wedung, as it enables women to secure formal positions within the tourism governance structure. This is strengthening social capital among women, expanding agency, and lowering dependence on sector-fluctuating fisheries. In line with the study Pearce, (2020) Inclusive tourism village institutions represent the primary foundation for successful coastal economic diversification.

This discussion, therefore, confirms that the women's empowerment model in Berahan Wetan Village requires a systemic approach that integrates training, institutionalization, digital marketing, and community participation. Sustainable minapolitan tourism village development not only generates economic value but also serves as an arena for the formation of a new coastal women's identity, one in which women are recognized as agents of social change.

The institutional approach through the Minapolitan Women's Pokdarwis also functions as a mechanism for redistributing roles and decision-making power in tourism village development. With women formally incorporated into the management structure, the decision-making process is no longer dominated by male actors or village elites. Still, it is more participatory and responsive to community needs.

The Minapolitan Women's Tourism Group has the potential to serve as a collective learning space for coastal women, enabling them to enhance their managerial capacity, leadership skills, and social entrepreneurship. In the context of tourism villages, women's organizations do not merely function as program implementers but also as creators of local knowledge and drivers of

social innovation. Scheyvens Study, (2011) showed that women-led, community-run tourism tends to be more sustainable because it integrates values of social care, environmental conservation, and household economic sustainability.

From the perspective of coastal political economy, livelihood diversification through the Minapolitan Tourism Village also serves as a risk-mitigation strategy against uncertainty in the fisheries sector. Fluctuations in pond yields caused by climate change, abrasion, and global market dynamics leave coastal households vulnerable. By engaging in tourism activities such as fishpond educational tours, coastal culinary experiences, and cultural heritage packages, women gain a relatively stable alternative source of income. The analysis by Béné et al., (2016) confirms that livelihood diversification is a key strategy for enhancing the socio-economic resilience of coastal communities.

The integration of digital marketing in the management of the Minapolitan Women's Tourism Group has emerged as a crucial factor in enhancing the competitiveness of the tourism village. Mastery of social media, online marketing platforms, and digital storytelling enables women to expand their market reach without relying on intermediaries. Research by Sigala (2021) shows that digital transformation in community-based tourism can strengthen the position of marginalized groups, including women, by opening direct access to global tourism markets and networks.

This discussion confirms that the women's empowerment model in Berahan Wetan Village cannot be separated from inclusive institutional strengthening, sustainable capacity building, and adequate policy ecosystem support. The development of the Minapolitan Women's Tourism Group is not merely a technical tourism management strategy; it is an instrument of social transformation that fosters changes in gender relations, strengthens coastal economic resilience, and sustains village development. This conclusion aligns with the sustainable development framework, which positions women's empowerment as the primary pillar for achieving community welfare and social justice in coastal areas.

Conclusion

This study demonstrates that Berahan Wetan Village has substantial development potential as a Minapolitan Tourism Village. This potential is rooted primarily in milkfish and shrimp pond aquaculture, women-managed MSME seafood processing activities, and the rich socio-cultural landscape of its coastal community. These assets support not only fisheries production but also open opportunities for the development of pond educational tourism, culinary tourism, and coastal experience-based tourism.

The existing conditions reveal that this minapolitan potential has not yet been optimally managed. The tourism village's institutional framework remains weak; Pokdarwis have not yet functioned effectively and inclusively, and no integrated metropolitan tourism village plan has been established. Furthermore, inadequate supporting infrastructure, low digital literacy among

women MSME actors, and limited access to capital constitute the primary obstacles to the development of minapolitan-based tourism villages. Ecologically, coastal abrasion and tidal flooding pose ongoing threats to both pond sustainability and coastal tourism planning. These socio-economic and institutional challenges are further compounded by suboptimal cross-actor coordination among the village government, Pokdarwis, fish farmer groups, women's MSMEs, and regional government agencies, resulting in fragmented, unsustainable development trajectories.

The theoretically and practically relevant empowerment model for the development of Berahan Wetan Village is an integrated Community-Based Tourism model built on three main pillars: (1) capacity building for women through training in coastal entrepreneurship, digital marketing, and tourism package management; (2) institutional strengthening through the formation of an Integrated Minapolitan Women's Tourism Group linked to BUMDes; and (3) minapolitan value chain integration through the development of seafood processing activities as tourism attractions. This model positions women as the primary actors in tourism village development while simultaneously serving as a strategy for sustainably strengthening the economic resilience of coastal communities. Theoretically, this study contributes to the literature on sustainable coastal development and gender-responsive tourism planning. Practically, it offers policy recommendations for local governments and community organizations to develop inclusive and participatory minapolitan tourism village governance. Future research should examine the scalability of this model in other coastal minapolitan areas across Indonesia.

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