

ABSTRACT

Revenue decline of fish farmers in tidal inundation pushing wife to perform dual role. Dual role conflict is a clash among the outpouring of time between public and domestic activities. On the other hand, rising income means add working time to increase the consumption of families and reducing domestic time. In addition to increase the family income, fish farmers' wives also need to be involved in the decision-making household expenditure for back curting.

This study aims to identify the daily public activities and post-harvest of fish farmers' wives, analyzing the percentage of his wife's economic and role contributions to the family income, and also planning strategies of fish farmers' wives to increase the family income. Selection of multistages sampling using purposive, snowball, and sampling quotas, which is the end choose result of 40 respondents wife fish farmers. While the determination of keyperson totaling 10 people came from the government, related agencies, institutional woman, and academia. Data analysis methods used include descriptive analysis and ANP (Analytical Network Process) for structuring problems, find solutions, and set priority strategies.

The results show that the fish farmers wives public activities include setting up farm equipment, bag lunches, and earn a living as laborers, traders / entrepreneurs, fish farmers, and caregiver. Post-harvest activities are to prepare a meal, catch fish, prepare ice cubes, and selling fish. As many as 25 percent of wives dominate the household income, while 75 percent of husbands husbands income. Household decision-making that dominate wife are daily expenses (22.5%) and the expenses of the school (30%), while household spending through deliberation to decide spending donations (62.5%), improvement of dwelling (72, 5%), and capital ponds (60%). Wives strategies of fish farmers can increase family incomes through conscious and care strategy, gender empowerment, economic empowerment through tourism stub, and the strengthening of social capital. Economic empowerment strategy is a priority compared to other strategies.

Keywords: *tidal inundation, the wife of fish farmers, the dual role, ANP*