

ABSTRACT

Most wives fishery in household have a big role in their family to support the financial in order to fulfill daily needs. Therefore the aim of this study is to explore the role of wives in fisheries household and to conduct the fishermen wives strategy to support their household to get better living. This study analyzed the fishermen wives in the Pemalang Regency, Central Java, particularly in Asemdayong and Tanjungsari public sales. The variables which is used in this study are strategy of fishermen, wives empowerment and triple roles of fishermen wives which are role of production, role of reproduction and managing community. The research method was survey and in-depth interview with fishermen wives who active in the community activities. To get informants were using snowballing sampling and the total number of the informations were thirteen fishermen wives. The data was analyzed using qualitative and quantitative analysis approach. The results show that the best strategy to improve their quality life is using economy, socio cultural and technically approach.

Keywords: production role, reproduction role, managing community role, empowerment strategy