



FINANCIAL MANAGEMENT TRAINING FOR FISHERMEN IN INDRAMAYU TO SUPPORT BLUE ECONOMY IMPLEMENTATION

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ABSTRACT

This community service initiative aims to enhance financial literacy and family financial management skills among fishing communities in Karangsong Village, Indramayu Regency, to support the implementation of blue economy principles. Low levels of financial literacy have contributed to the inability of fishers to manage their highly fluctuating incomes, increasing household economic vulnerability, particularly during the lean season. This program involves various activities, including socialization sessions, basic financial record-keeping training, budgeting workshops, education on emergency funds, and improving understanding of access to formal financial services. The outcomes of this initiative include improved knowledge and skills among fishers in managing household finances, developing budgeting habits, adopting basic financial record-keeping practices, and initiating a savings culture. In line with the sustainable development goals of the blue economy, this effort is expected to strengthen the economic resilience of fishing families, reduce their dependency on middlemen, and promote smarter financial behavior.

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INTRODUCTION

Karangsong Village, located in Indramayu Subdistrict, Indramayu Regency, West Java Province, is a coastal area with considerable fisheries potential, where most residents work as fishers who depend on marine catch for their livelihood. Despite the significant role of fisheries in supporting the local economy, the livelihoods of fishers in this village continue to face serious economic challenges. These include fluctuating incomes, high dependence on marine catch, and limited capacity to manage household finances. One of the main problems is the low level of financial literacy, which results in suboptimal household financial management. Poor financial management often leads to economic difficulties, particularly during the lean season when fish catches decline significantly.

Many fishermen lack savings, do not keep basic financial records, and frequently turn to loan sharks or middlemen for borrowing. Their inability to understand good financial practices makes it hard for them to pay for their children's education, satisfy their basic requirements, or make plans for a more secure future.

Fisher households' income largely depends on fluctuations in fishing yields. During the peak season, fishers may earn substantial income, but during the lean season, their earnings drop dramatically. Many lack effective financial strategies, such as maintaining records of income and expenses, saving, or investing. Consequently, they often experience economic hardship during difficult periods. Studies have shown that the lack of financial literacy among fishers contributes to worsening their long-term economic conditions (Kusnadi, 2019).

In addition, the Indonesian Financial Services Authority (OJK) reported that only around 38% of fishers in Indonesia have access to formal financial services such as bank savings accounts or insurance. The majority still rely on cash savings, which are highly vulnerable to impulsive spending. Their limited access to low-interest loans also makes it difficult to invest in better fishing equipment or diversify income sources (OJK, 2022). These conditions have broader social, educational, and economic implications. Many fisher families struggle to afford their children's education due to a lack of financial planning, perpetuating the cycle of poverty across generations within fishing communities.

Uncontrolled consumption patterns are another critical issue. Many fishers tend to spend their peak-season income without considering long-term financial needs. This is consistent with findings from the Asian Development Bank, which indicate that, without targeted financial education interventions, fishers' consumption patterns are predominantly driven by short-term, consumptive behavior rather than prudent financial planning (Khan &

Sano, 2025). External factors such as rising fuel prices, fisheries policy changes, and the impacts of climate change on fishing yields further exacerbate their financial vulnerability. The inability of fishers to manage their income effectively increases the risk of structural poverty, a condition that is difficult to address without proper education and training interventions.

The primary objective of this community service initiative is to enhance financial literacy among fishermen and their families, enabling them to manage their income more wisely, effectively, and sustainably. The specific objectives of this activity include:

- a. To improve the understanding of fishermen and their families regarding the fundamental principles of household financial management.
- b. To provide training on basic financial record-keeping, budget planning, and saving strategies.
- c. To teach financial risk management strategies.

The *Merdeka Belajar Kampus Merdeka* (MBKM) policy, which allows students to engage in experiential learning beyond the classroom and participate directly in community service, supports this initiative. It also facilitates students' understanding of the practical application of economic principles. Furthermore, this activity contributes to the achievement of the university's Key Performance Indicators (*Indikator Kinerja Utama*/IKU), particularly IKU 3 (lecturers involved in off-campus activities), IKU 5 (community utilization of academic outputs), and IKU 7 (collaborative and participatory learning environments). By involving students in community service, this initiative provides hands-on experience and enhances students' comprehension of economic challenges in the fisheries sector.

This community service program also aligns with Sustainable Development Goal (SDG) 14: Life Below Water, which emphasizes the conservation and sustainable use of marine resources. By improving financial literacy, fishermen can achieve greater economic independence, thereby reducing their reliance on overexploitation of marine resources and encouraging the adoption of more sustainable fishing practices. Improved economic well-being can also help reduce instances of overfishing driven by urgent financial needs.

According to a report by the FAO, financial education can support more sustainable fishing practices and mitigate excessive marine exploitation (Garridogamarro et al., 2023). With better financial planning, fishermen can allocate funds toward innovation in environmentally friendly fishing gear, ultimately contributing positively to marine ecosystems. Through a systematic, research-based approach, this financial management training and

education program is expected to support the long-term economic well-being of fishing families in Karangsong Village.

LITERATURE REVIEW

The implementation of the blue economy model in Indonesia began following President Susilo Bambang Yudhoyono's address at the Rio+20 United Nations Conference on Sustainable Development, held at Riocentro, Rio de Janeiro, Brazil, from June 13 to 22, 2012. The summit was attended by representatives from 191 countries, including 105 heads of state and government, and 487 ministers (Asy'ari et al., 2023).

Management is defined as a process of achieving desired objectives through its core functions: planning, organizing, actuating, and controlling (Arifin et al., 2020). Financial management, also referred to as financial planning or financial administration, involves strategies to achieve future financial goals. It encompasses the activities of saving, controlling, and managing funds and assets, with the aim of attaining specific financial objectives in the future (Kurnia et al., 2021).

In the context of sustainable development, the empowerment of Indonesia's coastal communities and the management of marine resources must be considered top priorities. Two key concepts frequently referenced in this regard are the identification of fishermen's livelihood assets and the application of blue economy principles (Zulaikhah Fitri et al., 2021).

Strengthening livelihood assets is essential to improving the economic resilience of fishing communities, particularly in the *Rukun Nelayan* of Tanggulangin, Klirong District, Kebumen Regency. Research has shown that the livelihoods of fishermen are highly dependent on fishing seasons and catch volume, which are inherently volatile and unpredictable. Therefore, livelihood asset diversification strategies are crucial for surviving during lean fishing seasons and periods when fishing activities are limited. The identification of livelihood assets is based on five key forms of capital: natural, human, financial, physical, and social (Zulaikhah Fitri et al., 2021).

In line with this, the implementation of the blue economy concept in Indonesia serves as a strategy for marine resource management that integrates ecological, economic, and social dimensions. By maintaining ecosystem balance and enhancing the welfare of coastal communities, the blue economy is regarded as a viable solution for achieving sustainable marine resource utilization. This concept emerged from the Global Consensus at the 2012 Rio Conference, which emphasized the interconnection between environmental conservation and

the sustainable use of ocean resources (Khoiriyah, 2024).

Effective household financial management enables fishermen and their families to plan, organize, and control their finances, particularly in navigating income uncertainty during lean seasons. With appropriate training and financial education, fishing families are expected to improve their financial literacy, develop household budgets, prioritize needs, manage income earned during peak fishing periods, and cultivate simple savings and investment habits. These efforts align with the principles of the blue economy, which advocate for resource efficiency, improved community welfare, and environmental sustainability.

Therefore, an essential component of the blue economy development plan in Indonesia is educating fishermen on effective household financial management. Enhancing the financial management skills of fishing families will contribute to strengthening household economic resilience and support the long-term goals of the blue economy, to create prosperous, self-reliant, and competitive coastal communities through the sustainable utilization of marine resources.

MATERIAL AND METHOD

Based on preliminary assessments, fishermen and their families face significant challenges in areas such as production, financial management, marketing, and household socio-economic conditions. Many fishermen remain dependent on middlemen due to weak financial planning and limited income diversification. Furthermore, financial record-keeping and knowledge of savings or investments are not yet common practices, making household finances vulnerable and difficult to grow. Market access is also restricted, largely due to limited skills in utilizing digital technology. These issues are further exacerbated by a low level of awareness regarding the importance of household financial planning, a prevailing culture of consumption, minimal insurance protection, and limited legal literacy related to finance.

To address these problems, this program implements practical, immediately applicable training activities, including:

- a. Training in basic financial record-keeping, aimed at building the habit of documenting daily income and expenses.
- b. Training on household budget planning, to help families understand how to allocate funds for essential needs, savings, and investments.
- c. Education on micro-savings and micro-investment, to encourage small-scale saving practices.

The targeted outcomes of this initiative include:

- a. At least 85% of participating fishermen gain basic knowledge of simple financial management.
- b. 60% of families begin implementing basic financial record-keeping practices.
- c. 70% of participants initiate savings or engage in micro-investments.

It is expected that this approach will assist fishermen in strengthening their financial resilience, reducing dependence on middlemen, and enhancing their preparedness to face future economic risks.

This community service program targets two primary partner institutions. The first partner is the Department of Fisheries and Marine Affairs of Indramayu Regency, located at Jl. Raya Pabean Udik No.1, Pabeanudik, Karangsong Village, Indramayu District, Indramayu Regency, West Java 45219. The Department of Fisheries and Marine Affairs of Indramayu plays a strategic role in supervising and developing the fisheries industry, as well as providing support to coastal communities, particularly fishermen in Karangsong Village. These fishermen represent a coastal community whose livelihoods depend on the fisheries sector, including both fishing and marine product processing activities.

The distance between *Universitas Negeri Jakarta (UNJ)*, the proposing institution for this community service program, and the partner site in Karangsong Village is approximately 167 kilometers. This program is implemented and managed through a systematic approach involving technology-assisted mentoring and direct field activities to ensure the program's continuity and sustainability. The map below shows the location of the community service activities.



Figure 1. Community Service Activity Location

The implementation method for this community service program targeting fishing communities in Karangsong Village, Indramayu District, Indramayu Regency, consists of the following stages:

1. Socialization Phase

The initial meeting with fishermen and their families serves to introduce the importance of household financial management. This phase includes educational outreach through presentation media, interactive discussions, and the distribution of informative leaflets on basic financial planning.

2. Training Phase

The training is delivered in stages and includes:

- a. Basic Financial Record-Keeping Training: teaching fishermen how to record daily income and expenditures using simple, easy-to-understand methods.
- b. Household Budget Planning Training: providing knowledge on how to allocate income for basic needs, savings, and investment.
- c. Formal Financial Access Training: educating fishermen on how to open bank accounts, obtain microcredit for small businesses, and participate in fisheries cooperatives.

3. Technology Integration

Technology is integrated into the program through the use of simple financial applications to help fishermen manage their finances more efficiently. These tools assist in tracking income and expenses, and provide financial alerts related to bills or savings targets.

4. Mentoring and Evaluation

Following the training, continuous mentoring will be provided to ensure that the materials are effectively implemented. Pre and post-training surveys will be conducted to assess the participants' improvement in financial literacy and to evaluate the overall success of the program.

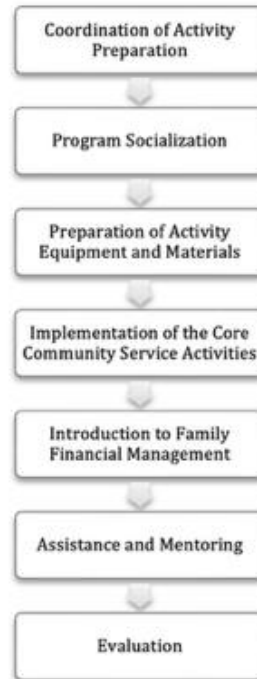


Figure 2. Stages of Community Service Activities

RESULT AND DISCUSSION

Karangsong Village is in Indramayu District, Indramayu Regency, West Java. The village lies approximately 3 kilometers east of the district center and spans an area of around 8–10 km², with an elevation of 0.5 meters above sea level. Fisheries and aquaculture are the primary sources of income for the local population. Approximately 50–80% of Karangsong’s residents work as fishermen or fish farmers, while the remainder are employed as laborers, traders, service workers, or civil servants. However, due to the persistent instability of fishermen’s incomes, many remain below the poverty line, as they have yet to fully capitalize on the natural potential available to them. In addition, fishermen often face challenges such as the lean fishing season, limited capital, and restricted market access.

This Community Service Program (PkM) was successfully implemented by the PkM team from the Faculty of Economics and Business, *Universitas Negeri Jakarta (UNJ)*, in collaboration with the Department of Fisheries and Marine Affairs of Indramayu Regency. The event was officially opened by Mr. Edi Umaedi, Head of the Department of Fisheries and Marine Affairs of Indramayu, and attended by 57 participants, all of whom were local fishermen from Karangsong Village. Following the opening ceremony, participants engaged in a socialization session and actively participated in group discussions.



Figure 3. Opening Ceremony of the Community Service Activity

The objective of this program is to enhance the skills and awareness of fishing families regarding the importance of household financial management as a means of reducing the risks associated with income instability, which they frequently experience. The stages of the program are as follows:

1. Preliminary Survey

A preliminary survey was conducted prior to the implementation of the community service activities. This stage aimed to identify in greater detail the various financial management challenges faced by fishermen in Indramayu Regency, particularly in Karangsong Village. The survey helped determine whether the difficulties stemmed from a lack of financial knowledge, unwise consumption patterns, or external factors. By understanding the problems concretely, the financial education program could be tailored to more accurately address the specific needs of the fishermen. Additionally, the results of the initial survey served as a foundation for developing relevant, easily understood training materials suited to participants' daily conditions. Materials that are overly complex or irrelevant could hinder participants' ability to absorb the content. Moreover, this stage served as a baseline for assessing the fishermen's initial understanding of basic financial concepts, allowing the training content to be adjusted according to their capabilities and needs.

2. Implementation of Financial Management Training and Education

To ensure the training proceeded effectively, thorough preparation was carried out in advance. This included organizing the activity schedule, preparing training materials, and arranging the necessary equipment. On June 11, 2025, the community service activity was

held in the Meeting Hall of the Department of Marine Affairs and Fisheries of Indramayu Regency. The training and education session on household financial management was attended by 57 participants, all of whom were fishermen from Karangsong Village, Indramayu Regency.

The Community Service activities were carried out using a socialization method, which is considered an effective approach for transferring knowledge and skills to the community. This method was implemented in stages, with each topic delivered sequentially based on its level of complexity.

Financial behavior is influenced by financial attitudes, financial literacy, and financial experience within the framework of the Theory of Planned Behavior (TPB). Financial attitude reflects an individual's or group's perception of money, which affects financial decision-making. Financial experience refers to one's prior involvement with financial activities, while financial literacy is the knowledge and ability to manage financial resources effectively. According to TPB, which evolved from the Theory of Reasoned Action, these three elements function as key determinants of financial behavior (Zefnath Warkula & Pontoh, 2023).

The training and education program on household financial management for fishermen began by introducing participants to the importance of distinguishing between needs and wants, as a fundamental concept for managing household finances. This stage also provided an overview of the day-to-day financial activities of fishermen. The goal of this phase was to enhance the fishermen's knowledge and literacy regarding household financial management.



Figure 4. Community Service Activity

The socialization activities continued with training on how to create a monthly budget and establish spending priorities. Budgeting is used to ensure that expenditures align with planned allocations and to minimize excessive or non-essential spending. It also helps ensure that expenses do not exceed income. At the beginning of each month, participants were encouraged to prepare a budget based on their family’s specific priorities and to determine how much they plan to spend in each category. This approach is expected to help fishermen manage their monthly income more wisely and strategically.

Table 1. Example of Budget Planning (in Rupiah)

Component	Income	Expenditure	Balance
Fish Sales	5.000.000		5.000.000
Food Expenses		1.000.000	4.000.000
Education Costs		750.000	3.250.000
Electricity and Water Bills		100.000	3.150.000
Transportation Costs		500.000	2.650.000
Social Activities		200.000	2.450.000
Entertainment		150.000	2.300.000
Emergency Fund		500.000	1.800.000
Savings		400.000	1.400.000

Furthermore, it is essential to record financial information and plan for emergency fund allocation. Regular financial record-keeping is expected to help fishing families monitor and evaluate their financial condition, particularly regarding income and expenditures. A manual method of financial recording was practiced during the training activity. Participants were instructed to record all incoming and outgoing funds daily in a cash book. This practice enables them to track daily spending in detail and to control unnecessary expenditures, ultimately contributing to increased financial stability and income.

Table 2. Example of Daily Financial Record (in Rupiah)

Date	Description	Income	Expenditure	Balance
1 May 2025	Fish Sales	3.000.000		3.000.000
1 May 2025	Grocery Shopping		500.000	2.500.000
2 May 2025	Fuel Purchase		100.000	2.400.000

5 May 2025	Fish Sales	1.000.000	3.400.000
7 May 2025	School Tuition Payment	200.000	3.200.000
10 May 2025	Electricity Bill Payment	200.000	3.000.000
15 May 2025	Savings	500.000	2.500.000
17 May 2025	Fuel Purchase	100.000	2.400.000
20 May 2025	Social Activities	200.000	2.400.000

In the event of urgent or unforeseen expenses, an emergency fund is expected to reduce fishermen's reliance on loans. An emergency fund refers to a sum of money specifically set aside to cover unexpected situations such as illness, accidents, equipment damage, or lean fishing seasons when fishermen are unable to go to sea. It was emphasized that maintaining an emergency fund is a smart step in managing household finances, especially for fishermen, whose incomes are heavily influenced by natural and seasonal factors. With a regularly allocated emergency fund, fishing families can be better prepared to face financial hardships without having to liquidate assets or resort to borrowing. This, in turn, contributes to greater household economic stability.

CONCLUSION AND RECOMMENDATION

Conclusion

The financial management training and education program for fishing communities in Karangsong Village, Indramayu Regency, successfully improved fishermen's understanding and skills in managing household finances. Through sessions on basic financial record-keeping, budget planning, and emergency fund education, participants began to adopt more structured and deliberate financial practices. This is particularly crucial, given that fishermen's incomes are highly dependent on seasonal factors and catch variability, necessitating a financial approach that ensures household economic stability. Moreover, this activity supports the implementation of blue economy principles by enhancing the economic self-reliance of fishermen, thereby reducing their dependence on the overexploitation of marine resources. In this regard, financial education has proven to be a vital component of coastal community empowerment and plays a supportive role in marine resource conservation and sustainable management efforts.

Recommendation

1. To continuously improve the financial management skills and knowledge of fishermen, financial training and education programs should be conducted on a regular basis.
2. Local governments and financial institutions are encouraged to expand access to banking services, cooperatives, and insurance for fishing communities to strengthen their economic resilience.
3. To preserve marine ecosystems and enhance the welfare of fishermen, it is essential to integrate financial education with the development of environmentally friendly fishing gear innovations.
4. The introduction and broader use of simple technologies, such as digital financial record-keeping applications, should be promoted to help fishermen more easily monitor and manage their finances.

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