

# STRATEGY FOR STRENGTHENING THE CAPABILITIES OF WOMEN CREATIVE ECONOMICS AT SEPANJANG BEACH, GUNUNGKIDUL, DAERAH ISTIMEWA YOGYAKARTA

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## ABSTRACT

This study aims to analyze: (1) strategies for strengthening independent and group business capabilities from the perspective of women creative economy actors on the Coast of Panjang Gunung Kidul, Yogyakarta Special Region, and (2) Utilization of associations as social capital in strengthening women creative economy actors facing business challenges in the pandemic. This study uses a qualitative approach focusing on aspects that include strategies for strengthening the capabilities of women creative economy actors and the existence of associations as social capital. Data were collected using observation, interviews and documentation. The research subjects were 25 women creative economy actors who were members of the association with different types of stalls. The data is analyzed phenomenologically and relates one aspect to another to be analyzed, interpreted so that the strengthening of the capabilities of women economic actors during the pandemic can be interpreted. The results of the analysis of the interrelationships between aspects in this study include (1) independent economic businesses and groups of women creative business actors by dividing working days. The first three days of the week sell groceries at home, work on their productive land, and srabutan. While on weekends, namely Fridays, Saturdays and Sundays, they become culinary business actors, tent rental services, and mats for tourists. Strengthening the capability of women as business actors is enriched by participating in skills training in improving entrepreneurial abilities or even developing other personalities that support productive businesses in tourist areas. (2) Paguyuban as social capital becomes a means of developing creativity, existence and togetherness in sharing experiences, sharing first aid for the fulfillment of business capital. The meaning of the association for women in creative economy businesses is more about the socio-economic binder involved in developing coastal tourism so that it is increasingly in demand by tourists.

Kata Kunci: *Strategy for strengthening capabilities, women creative economy actor, social capital.*