

An Innovation Communication Process for the Transformation of Coastal Women in the Lembbeh Islands

Stefi Helistina Harilama¹, Evelien J. Kawung¹

¹Faculty of Social and Political Sciences, Sam Ratulangi University

Email: stefiharilama@unsrat.ac.id

Received: May 15, 2025

Received in Revised: June 17, 2025

Accepted: July 10, 2025

Abstract

Women's communication styles generally have distinctive characteristics, such as being emotionally expressive, frequently using body language, tending to avoid direct confrontation, communicating in detail, using indirect language, and actively listening. The quality of this communication is greatly influenced by the resources and environment in which they operate. In the past, women were often considered a weaker group than men. However, today, they have proven capable of making significant contributions in various aspects of life. In today's digital context, the spirit of women's emancipation is growing stronger. Women are seen as equal to men, especially in terms of their roles and contributions through communication. Women in urban areas tend to use modern communication styles, while women in island regions still maintain conventional communication styles that are slowly transforming through innovation. This study found that the conventional communication model of coastal women is still rooted in traditional social systems, namely direct communication between individuals in the context of daily activities, such as business transactions for products caught by fishermen. However, modern developments have encouraged innovation, where coastal women have begun processing seafood into attractively packaged dried food products and marketing them through digital platforms. Digital media, including dedicated websites, have become a means of transforming communication styles and empowering coastal women to respond creatively and adaptively to social and economic changes.

Keywords: Coastal Women, Conventional Communication, Digital Transformation

Introduction

In the past, women were often viewed as weak creatures worthy only of the domestic sphere. Their primary role was considered limited to "bed, well, and kitchen," namely taking care of their husband, children, and household (Zulaikha et al., 2021). This stereotype has long persisted and is deeply embedded in the patriarchal culture that dominates society's social structure. However, with technological advances and increasing awareness of the importance of education, women's position in society has undergone significant changes. Developments in information and communication technology have opened up wider access for women to information, education, and employment opportunities.

Digital technology provides a space for women to express their opinions, build social networks, and develop their potential in economic, social, and political aspects (Sundari, 2021). Furthermore, more inclusive education encourages women to think critically and play an active role in decision-making, both within the family and in the public sphere. This situation strengthens women's social position in society. They are no longer viewed as passive individuals, but as social actors capable of bringing about change. This phenomenon is known as women's emancipation, which is the struggle of women to achieve equal rights and opportunities with men in various aspects of life.

Now, women have the opportunity to transform traditional, conventional role patterns into a more modern and equal lifestyle. Women are not only capable of carrying out domestic roles but also emerge as leaders, entrepreneurs, professionals, and social activists. Thus, this change reflects a shift in values in society that places greater value on gender equality and women's empowerment (Lwamba et al., 2022). For years, women have often faced negative stereotypes in communication, such as being talkative, argumentative, and preferring to be listened to rather than listen. This view reflects a gender-biased social construct that tends to underestimate women's intellectual and communication capacities. However, with the passage of time, this perception has begun to shift.

Now, women are no longer merely passive listeners or speakers, but are able to demonstrate strategic, reflective, and transformative communication skills. In the digital era, women are increasingly demonstrating their presence through innovative work, ideas, and concepts. They are able to uphold their dignity and self-worth by utilizing technology as a means of self-empowerment. Today's women actively contribute in various sectors, including education, entrepreneurship, leadership, and social work, through digital platforms that provide broader spaces for expression and participation.

One form of digital communication advancement is the use of social media and devices such as mobile phones, which have now become an essential part of people's lives, regardless of age, education level, or geographic location. From children to adults, from urban to coastal communities, everyone uses digital media in their daily activities. Even for people in remote or coastal areas, mobile phones are not just personal communication tools but also a means of building social networks, promoting local products, and reaching wider markets through online media. Women in coastal areas, for example, have begun utilizing social media and digital platforms as spaces for innovation and expression.

They process local products caught by fishermen into marketable goods, such as dried processed foods, which are then marketed online. This transformation marks a significant shift in the way women communicate and contribute to the economic development of their families and communities. Thus, women's communication is no longer understood as a weakness, but as a strength that, if managed properly through digital media, can become a tool for significant social change. The behavior and social roles of coastal women in island regions have their own unique characteristics compared to those of women living in urban areas.

These differences are strongly influenced by the geographic, social, economic, educational, and cultural environments that shape their daily lifestyles. Historically, women in island regions have often been underestimated. They are perceived as having limited access to resources and information, and tend to be portrayed as a group living traditionally and not adapting to change (Lawson, 2020). However, this perception is beginning to shift with the development of infrastructure and increased government attention to 3T (frontier, outermost, and disadvantaged) regions. Support for education, transportation, internet access, and community empowerment programs has opened up opportunities for women in island regions to develop and innovate (Sari & Rachmawati, 2021).

Women now play more than just roles as companions to their husbands or housekeepers, but are also increasingly active in productive economic activities, social community development, and even local leadership roles. In island regions like Lembeh Island, this social change is evident. More equitable access to education enables the younger generation, including women, to complete their education up to university level. This is a crucial foundation for a more inclusive and gender-equitable social transformation.

Women are no longer confined to domestic roles but are beginning to explore and develop their potential, whether through local entrepreneurship, natural resource management, or the use of digital technology for product marketing (Kamberidou, 2020). This behavioral change reflects the emergence of vertical social mobility among previously marginalized coastal island women. With increased skills and confidence, women are now becoming agents of change, playing a vital role in the development of coastal communities. Communication plays a fundamental role in human life. Through it, people can express their thoughts and feelings, build social relationships, and discover and shape their identities. Communication is not limited to verbal forms but also encompasses nonverbal communication and communication media, which continue to evolve with the times (Littlejohn & Foss, 2011).

Communication can occur anywhere, anytime, and by anyone, regardless of geographic or social status. For women, communication is a crucial tool in the process of self-development. In both domestic and public spheres, women require communication skills to convey ideas, build social networks, and create innovations relevant to the needs and challenges of their environment. In the digital era, modern communication media such as mobile phones, social media, and online platforms have become strategic tools for women to expand their roles and potential (Herring, 2003; Sari & Lestari, 2022).

However, women's communication patterns are not uniform. Differences in social background, education level, and economic status also influence women's communication styles. On the one hand, women living in urban areas tend to use modern, technology-based communication models. On the other hand, women in coastal areas or islands, such as Lembah Island, tend to maintain traditional communication models that are direct, verbal, and contextual. However, the development of infrastructure and increasingly equitable digital access also opens up opportunities for coastal women to innovate through more modern and strategic communication. This research focuses on the communication models of coastal women on Lembah Island, particularly in the context of innovation-oriented communication. Communication in innovation is defined as the ability to create new things, transform ideas into works, and utilize available communication media for local economic, social, and cultural development. Understanding women's communication models in this context is crucial for formulating strategies for empowering women based on locality and technology.

Methods

This study uses a qualitative approach with the aim of in-depth understanding of the communication models of coastal women in innovation in the Lembah Islands, Bitung City. A qualitative approach was chosen because it allows researchers to capture social realities in a natural setting and explore the meanings behind the communication practices and life experiences of coastal women. The study was conducted in the Lembah Islands, Bitung City, North Sulawesi. The research subjects were adult coastal women aged 18–50 years living on the islands, with diverse educational and occupational backgrounds. The women who served as informants were selected because of their involvement in communication activities and social or economic innovation in coastal environments. The selection of informants was carried out using purposive sampling, namely with certain considerations in accordance with the focus of the research. Informants consist of base informants and main informants (key informants). According to Koentjaraningrat (2017), base informants are individuals who are able to provide initial information and appoint other individuals as key informants who have more detailed information regarding communication practices in the context of family and community. Based on the views, purposive sampling was used for several reasons, namely: (1) subjects were willing to accept the presence of researchers openly; (2) had the ability and willingness to reveal past and present experiences; (3) had relevant specific experiences, and (4) were not

subjects with certain professional relationships or closeness that could affect the objectivity of the information. Data collection techniques in this study included: Participant Observation, In-depth Interviews and Document Studies. Data analysis was carried out continuously from the beginning of the study to the end, following the interactive analysis model of Miles & Huberman (2014), which consists of three main stages: Data Reduction (Data obtained from the field will be summarized, selected relevant ones, and focused on the main information related to the communication models and innovations of coastal women), Data Presentation (Data is presented in the form of narrative descriptions and matrices to make it easier for researchers to understand the relationships between categories or communication patterns that emerge), and Conclusion Drawing and Verification (Conclusions are drawn gradually and continuously verified during the data collection process). Researchers identified recurring themes, patterns, and categories to formulate a model of coastal women's communication in the context of social and economic innovation.

Results and Discussion

Based on interviews with six female informants in the coastal area of the Lembah Islands, it was found that each had distinctive communication characteristics, reflecting the local cultural values prevailing within the coastal community. The main characteristics of coastal community communication, especially women, are: (1) speaking loudly; (2) displaying an assertive attitude, and (3) being sociable. These three characteristics are consistent with previous findings that show that coastal communities tend to have a direct and expressive communication style, due to the openness of the social environment and intense interaction in communal life (Suparlan, 2004). These characteristics also shape the social roles of women in coastal areas. The six informants in this study stated that women have a very important role in maintaining family stability, both as companions to husbands and as taking over the family's economic responsibilities. In this context, women are positioned as "helpers" in the family, in accordance with the cultural and spiritual values that have developed in Indonesian society (Napitupulu, 2021). However, this role undergoes transformation along with the challenges faced, particularly in coastal areas vulnerable to social and economic change, such as poverty, limited access to education, and limited formal employment opportunities.

Informants also emphasized that in difficult situations, such as being a single parent, coastal women are encouraged to explore their potential and local resources to create innovation. This innovation includes utilizing natural resources, local skills, and the ability to manage small, home-based businesses, such as seafood processing or handicrafts. This process aligns with the concept of transformative communication—where communication is not only a means of exchanging information, but also an instrument for empowering, motivating, and creating social change (Servaes, 2008). The innovation communication process undertaken by coastal women involves elements of dialogue, environmental observation, social collaboration, and the use of local media, both verbal and visual. Their initiatives typically begin with domestic needs, which then develop into microeconomic movements that support family resilience. Over time, this role transformation not only impacts family well-being but also enhances women's bargaining power within the community. They become agents of change in building resilient and empowered coastal communities.

This phenomenon also demonstrates a shift in the gender paradigm in coastal areas, where women are no longer positioned solely as companions to men, but as key actors in social and economic change. This transformation implies the importance of a participatory and gender-sensitive communication approach in empowering coastal communities (Wiryo, 2015). In the context of the coastal communities of the Lembah Islands, women face a reality that demands they fulfill dual roles. Interviews in this study revealed that informants, in addition to

shouldering the responsibility of being housewives, also actively contribute to meeting the family's economic needs. This dual role not only demonstrates the resilience of coastal women but also reflects the ongoing social transformation.

Women's roles in the household have shifted from traditional models to transitional roles. In traditional roles, women are responsible for domestic chores such as cooking, washing, cleaning, and childcare. However, in transitional roles, women also enter the productive sphere, earning a living in both the informal and formal sectors (Fitriyani, 2021). This phenomenon is inseparable from increasing economic needs, limited husbands' incomes, and women's own desire to contribute more to family life. In coastal areas, particularly in communities like the Lembah Islands, this shift is evident. Women not only help with household chores but also participate in local resource-based economic activities, such as seafood processing, marine waste crafts, and small-scale trading. This aligns with findings from the Statistics Indonesia (BPS) (2023), which indicate that female labor participation in coastal areas tends to increase, particularly in the household economy and small-scale industries.

Informants in this study demonstrated that although traditional roles remain firmly entrenched, economic needs compel them to innovate to navigate their transitional roles. For example, several informants stated that they continue to manage their households while running home-based businesses that can be managed from home. In this context, communication plays a crucial role. The innovative communication process occurs when women begin to exchange information with other coastal women about business opportunities, marketing methods, and family financial management. This communication occurs informally, through daily conversations, social gatherings (arisan), or local community meetings. This innovative communication facilitates social learning among women, strengthens solidarity, and encourages various forms of economic collaboration. This approach is rooted in participatory communication, enabling women to become subjects, not objects, in the process of social transformation (Servaes, 2008). Within this framework, coastal women not only adapt their roles but also create social innovations that contribute to the economic resilience of their families and communities.

This transformation demonstrates that coastal women are not merely complementary to the social structure but are key actors in the struggle to survive and improve their standard of living. Through horizontal and participatory communication, they are able to build social networks and innovative ecosystems based on real needs and local culture (Wiryo, 2015). One informant in this study demonstrated the characteristics of a resilient and independent woman. With a background as a hard worker, she refused to be economically dependent on her partner. She constantly sought innovative opportunities to earn additional income to support her family's well-being. This attitude represents the category of modern women, namely women who possess a strong fighting spirit, are self-confident, believe in their own abilities, and uphold strong life principles.

The characteristics of modern women reflect a shift in women's roles from traditional models to more egalitarian and empowered models. Modern women not only carry out reproductive and domestic functions but also actively participate in economic, social, and even political life (Suryani, 2020). In coastal communities like the Lembah Islands, where access to resources and economic opportunities tends to be limited, this fighting spirit serves as crucial social capital for creating innovations based on local needs. Although women like this informant perform various productive roles outside the home, their identity as mothers is never relinquished. This aligns with the view that "working mothers are full-time mothers regardless of how much time they spend at work" (Hays, 1996). Thus, modern women's public and

domestic roles should not be seen as contradictory, but rather as complementary within a dynamic social framework.

In the context of innovation communication, modern women tend to have greater capacity to initiate the exchange of ideas, access new information, and build social networks that support the transformation process. They become agents of change capable of adopting and disseminating new knowledge through a dialogical and participatory approach. This innovative communication is not limited to the use of technology but also takes the form of strategic, empathy-based, everyday oral communication practices (Servaes, 2008). The social transformation undertaken by modern women in coastal areas is also supported by a spirit of self-liberation, namely freeing themselves from structural dependencies that hinder individual potential. From this perspective, transformation is not only economic, but also concerns women's sense of identity, strengthening their roles, and enhancing their influence within their communities (Mosedale, 2005).

The transformation of the role of coastal women in the digital era is increasingly evident in the experiences of informants in this study. One informant described herself as a homemaker previously solely involved in domestic activities such as cooking, childcare, and household maintenance. However, the COVID-19 pandemic became a crucial momentum that spurred the emergence of hidden potential through the use of digital media. This informant began accessing various digital platforms to participate in women's community activities, learn to bake, and develop her skills, eventually establishing a home-based business selling cakes to stalls and restaurants. This phenomenon aligns with the values expressed in Indonesiabaik.id (2022) regarding the meaning of modern women, exemplified by Kartini. Modern women are described as: (1) Confident and empowered in digital careers, capable of working in a variety of flexible ways, prioritizing quality, self-potential, and strong life principles; (2) Free to create and express themselves, through creative spaces that support women in voicing their ideas and realizing their initiatives; (3) Actively participating in development, particularly in decision-making and improving the quality of life for women more broadly.

In this context, the transformation of coastal women can be understood through the lens of innovation communication, namely the process by which individuals or groups adopt new ideas and disseminate them to others through various communication channels (Rogers, 2003). Informants not only passively receive information, but actively use digital media as a learning tool, promotional tool, and channel for exchanging ideas. This demonstrates that innovative communication does not always occur in formal settings but can develop organically in everyday spaces. The ability of coastal women like the informants to explore their own potential and local resources represents an actualization of women's agency in development. They are not simply recipients of aid or policy targets, but key actors in the process of social and economic transformation in their regions (Cornwall & Edwards, 2014). Especially amidst limited access and minimal structural support, digital media serves as a crucial bridge enabling coastal women to build new knowledge, expand networks, and create independent business spaces.

The COVID-19 pandemic, despite bringing economic and social pressures, has become a reflective and transformative momentum for women to rise through creativity and innovation. In this study, informants' experiences illustrate how innovative communication through digital media can foster the emergence of economically independent, socially confident, and culturally active coastal women. The description of the social conditions of coastal women on Lembeh Island demonstrates the dynamics of communication that evolve along with changes in the social, economic, and cultural environment. Although the forms of innovative communication remain informal and general, observations and accounts from informants demonstrate a

positive trend in communication patterns and the ways coastal women develop innovations to support their daily lives. At least four main elements influence this innovative communication process: social systems, communication channels, self-concept, and self-evaluation.

Social Systems as a Trigger for Innovation

Lembeh Island is currently experiencing a shift in its social structure, primarily due to increased tourism activity. Although not yet as well-known as Bunaken Island, Lembeh is known as a marine tourism destination with its own unique charm, particularly in its underwater scenery. This change in the social system has had a significant impact on local economic and cultural orientation, including the role and contribution of women in coastal communities. In the theory of the diffusion of innovation, the social system is a crucial context influencing the spread of new ideas. Rogers (2003) stated that a social system that is open to change will accelerate the adoption of innovation. On Lembeh Island, despite the lack of fully adequate infrastructure, the community, including women, is beginning to demonstrate their ability to adapt to new opportunities, such as the tourism service sector, culinary businesses, and locally based crafts. This demonstrates that coastal women play a role not only in the domestic sphere but also as key actors in the economic transformation of their communities (Cornwall & Edwards, 2014).

Communication Channels as a Tool for Disseminating Innovation

Communication channels play a crucial role in the process of disseminating innovations by coastal women. Women tend to use a strong interpersonal approach to sharing information and utilize digital media adaptively. In this context, the use of social media, community WhatsApp groups, or even informal meetings are effective mediums for initiating and discussing new ideas. According to Servaes (2008), participatory development communication prioritizes dialogue and strengthening local capacity. Innovations made by coastal women are not solely measured in economic terms, but rather in changes in ways of thinking, communication, and the ability to make more independent decisions. This reflects the transformation of identity through long-term, innovative communication.

Self-Concept as a Foundation for Change

Women's self-concept is an important foundation for driving the innovation process. Women with a positive self-concept are more open to change, able to adapt to social dynamics, and have the courage to start something new. Conversely, a negative self-concept can hinder creativity and active participation in the community. According to Purkey and Schmidt (1987), a healthy self-concept influences behavior, motivation, and interpersonal communication. In the context of coastal women, those who believe in their potential are able to transform limitations into opportunities, as exemplified by an informant who started a business from home during the pandemic.

Self-Evaluation as a Bridge to Change

Self-evaluation is an important reflection in the process of developing an innovative identity. Women who actively evaluate their roles within their families and communities learn, adapt, and act more quickly. They assess their contributions based on social responses and gradually develop a reputation as empowered women. This evaluation is not only internal but also influenced by social interactions and the perceptions of the surrounding community (Gecas, 1982). In this study, self-evaluation is also evident in how women compare their personal progress with their surroundings, as well as how they respond to challenges and failures as part of the social learning process.

Historically, women have been positioned within social structures as weak and confined to the domestic sphere. Women's roles have often been associated with the traditional concept of

"bed, well, and kitchen," which places them primarily as household managers without sufficient access and space to participate in public life. However, developments, particularly through technological advancements and increased access to education, have driven fundamental changes in the social construction of women (Suryani, 2020). Technological advancements have not only transformed the way humans interact but also provided new opportunities for women to develop their capacities and contributions in various fields. In coastal areas such as the Lembeh Islands, this transformation is beginning to be seen in the way women utilize digital media to create, network, and build home-based micro-enterprises. With broader and faster access to information, coastal women now have the opportunity to innovate and communicate their ideas to communities and consumers more efficiently (Hafid, 2021).

As awareness of the importance of education grows, women are becoming more critical and reflective in their assessment of their own roles and potential. Education serves as a catalyst for social structural change and strengthens the concept of women's emancipation, namely the struggle of women to gain equal rights with men in various aspects of life, including education, employment, and decision-making (Nurhidayah, 2019). Emancipation is not solely about gender equality, but also about empowering women to determine their own life direction, participate in public spaces, and become agents of change in their communities. In this context, coastal women in the Lembeh Islands demonstrate that transformation is not exclusive to urban women. They also have the potential to innovate and contribute to local development if supported by access to information, education, and technology.

The shift from conventional to digital life has opened up new spaces that enable women to be more productive. Women can now run online businesses, market products through social media, and build digital-based communities. Their innovative communication processes not only reflect adaptation to changing times but also serve as a form of self-actualization and a strengthening of women's roles in a more inclusive and equal social structure (Servaes, 2008). Therefore, the transformation of coastal women in this study can be interpreted as part of a long process of emancipation and empowerment supported by technology, education, and a social environment open to change. The process of innovation communication serves as a bridge between individual potential and community needs, strengthening women's position in locally-based development.

Coastal women have historically played a significant role in supporting the family economy. In coastal communities like Lembeh Island, livelihoods are highly dependent on the sea, particularly on the catch of fishermen. However, women's roles are not limited to domestic tasks; they also contribute to maintaining household economic balance, particularly through processing and marketing marine products and other local products. Initially, communication among coastal women in the marketing context was conventional. This communication was direct, relying on face-to-face interactions, and often took place informally in traditional markets, coastal areas, or through door-to-door methods. This aligns with the definition of conventional communication as face-to-face interaction involving the exchange of symbols and meanings that are personal and contextual (Littlejohn & Foss, 2009).

The social system within a community also shapes these communication patterns. In traditional societies, intimate and collective interpersonal relationships encourage the use of oral communication methods based on trust, social relationships, and community closeness. Coastal women, particularly those aged 45 and over, still rely on conventional communication as their primary means of economic activity. While this traditional marketing channel offers advantages in building rapport with consumers, it also has limitations, such as: (1) Difficulty tracking the effectiveness of sales campaigns (campaign tracking); (2) Requires more time and

effort; (3) Less responsive to changing market trends and increasingly digital consumer behavior.

However, there has been a paradigm shift in the communication patterns of younger, more technologically adaptive coastal women. They have begun utilizing social media, online buying and selling platforms, and internet-based communication applications to market local products. This transformation marks a shift from conventional communication to innovative, digital, participatory, and broader-reaching communication (Servaes, 2008). This transformation is important to observe as part of the empowerment process for coastal women. The ability to innovate in communication and marketing demonstrates women's ability to adapt to the demands of the times and participate in the digital economy ecosystem. Rogers (2003) in his Diffusion of Innovations theory emphasizes that the adoption of technology and innovation is determined not only by access but also by social readiness, perceived benefits, and involvement in communication networks.

Thus, the innovative communication processes employed by coastal women serve not only as a survival strategy but also as a means of social and economic transformation. These innovations play a crucial role in creating new spaces for women to develop, expand markets, and independently improve family well-being. Society's entry into the digital age has had a significant impact on the way individuals communicate and conduct economic activities. Digital technology, particularly the internet and social media, is not only a means of entertainment and information, but also a strategic platform for expression, building social networks, and marketing products widely and efficiently. Social media platforms such as Facebook, Instagram, and WhatsApp are now key platforms for digital marketing, defined as any marketing effort that uses digital channels to reach consumers.

In the context of coastal women in the Lembah Islands, the transformation of social media use in economic activities is becoming apparent, particularly in its use as an innovative marketing channel. Women with basic digital literacy are now beginning to understand the potential of online media in expanding market reach. Local products, such as seafood caught by fishermen, are no longer sold raw directly, but are instead processed into ready-to-eat meals or other processed products, then packaged and marketed through digital channels. This innovative form of communication is a crucial entry point for coastal women to utilize technology as a tool for empowerment and economic independence. Digital marketing allows them to organize promotions, introduce products, and establish two-way communication with consumers through social media. According to Ryan (2017), digital marketing offers advantages such as the ability to reach a wider market, cost-effective promotions, and the ability to tailor content to specific market segments.

While some women still use conventional methods such as selling directly at markets or through social networks, new trends show that more coastal women are combining conventional strategies with digital ones, creating a hybrid marketing model. This demonstrates the process of innovation communication, namely the process of behavioral change through the adoption of new ideas or methods (Rogers, 2003). Innovation in marketing communications is also inseparable from the role of experience and local social networks. Experience in processing seafood into value-added products, along with social networks that support the dissemination of product information, are crucial assets in this transformation. Coastal women who have access to digital media can more easily showcase their creativity, improve product quality, and independently manage marketing strategies. Thus, the innovation communication process undertaken by coastal women in the digital era demonstrates their adaptive capacity to social and technological change. They are not merely recipients of technology but also active actors in the process of community-based social and economic transformation.

Conclusion

Conventional Communication Model. In the early stages, coastal women relied on direct interpersonal communication (face-to-face) to market local products. This model was reflected in traditional transaction activities such as selling seafood at markets or from house to house. This communication was spontaneous, personal, and based on strong local social networks. Media-Based (Digital) Communication Model. Along with technological developments and increasing digital literacy, coastal women began adopting media-based communication methods such as the use of social media, instant messaging applications, and simple websites to market processed seafood. This innovation not only changed the way they interact with the market but also opened up new opportunities to develop their potential and strengthen their social identity as independent and productive women. This change also reflects coastal women's growing awareness of the importance of education, the role of digital media, and their ability to adapt to the times. Improving infrastructure, coupled with government programs in education and community empowerment, have significantly contributed to driving this transformation. Thus, communication is not only a means of exchanging messages but also a crucial instrument for empowering and changing women's social status, particularly in island regions like Lembeh. To improve this, it is recommended that local governments and community empowerment institutions continuously enhance digital literacy training, enabling coastal women not only to utilize technology but also to effectively manage information and marketing strategies. A dedicated platform should be developed that can be used by coastal women's communities to collectively market products, share information, and build interregional networks. The transformation of coastal women needs to be supported by a community-based mentoring and entrepreneurship training system to ensure sustainable and competitive innovations. Expanding access to formal education and digital infrastructure in island regions is key to supporting women's long-term social, economic, and cultural transformation.

References

- Cornwall, A., & Edwards, J. (2014). Women's empowerment: What works? *Journal of International Development*, 26(3), 342–352. <https://doi.org/10.1002/jid.2944>
- Hafid, A. (2021). Digitalisasi dan pemberdayaan perempuan pesisir di era pandemi: Studi kasus UMKM perempuan di Sulawesi. *Jurnal Ilmu Komunikasi dan Pengembangan Masyarakat*, 23(2), 117–130. <https://doi.org/10.22146/jikpm.2021.23.2.117>
- Hays, S. (1996). *The cultural contradictions of motherhood*. New Haven, CT: Yale University Press.
- Herring, S. C. (2003). Gender and power in online communication. In J. Holmes & M. Meyerhoff (Eds.), *The handbook of language and gender* (pp. 202–228). Blackwell.
- Kamberidou, I. (2020). “Distinguished” women entrepreneurs in the digital economy and the multitasking whirlpool. *Journal of Innovation and Entrepreneurship*, 9(1), 3. <https://doi.org/10.1186/s13731-020-0114-y>
- Koentjaraningrat. (2017). *Metodologi penelitian masyarakat*. Jakarta: Komunitas Bambu.
- Lawson, E. T., Alare, R. S., Salifu, A. R. Z., & Thompson-Hall, M. (2020). Dealing with climate change in semi-arid Ghana: understanding intersectional perceptions and adaptation strategies of women farmers. *GeoJournal*, 85(2), 439–452. <https://doi.org/10.1007/s10708-019-09974-4>
- Littlejohn, S. W., & Foss, K. A. (2009). *Encyclopedia of communication theory*. Thousand Oaks, CA: SAGE Publications.

- Littlejohn, S. W., & Foss, K. A. (2011). *Theories of human communication* (10th ed.). AS: Waveland Press.
- Lwamba, E., Shisler, S., Ridlehoover, W., Kupfer, M., Tshabalala, N., Nduku, P., ... & Snilstveit, B. (2022). Strengthening women's empowerment and gender equality in fragile contexts towards peaceful and inclusive societies: A systematic review and meta-analysis. *Campbell systematic reviews*, 18(1), e1214. <https://doi.org/10.1002/cl2.1214>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). New Delhi: SAGE Publications.
- Mosedale, S. (2005). Assessing women's empowerment: Towards a conceptual framework. *Journal of International Development*, 17(2), 243–257. <https://doi.org/10.1002/jid.1212>
- Napitupulu, E. M. (2021). *Peran gender dan ketahanan keluarga: Studi sosial pada masyarakat pesisir di Indonesia*. Jakarta: Pustaka Lintas.
- Nurhidayah, R. (2019). Emansipasi wanita dalam perspektif gender dan pendidikan. *Jurnal Pendidikan dan Sosial Keagamaan*, 14(1), 21–34. <https://doi.org/10.24014/jp.v14i1.7890>
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). New York, NY: Free Press.
- Ryan, D. (2017). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). London: Kogan Page.
- Sari, N. P., & Lestari, R. (2022). Perempuan dan komunikasi digital di era transformasi sosial. *Jurnal Komunikasi dan Pemberdayaan*, 7(1), 41–53. <https://doi.org/10.25077/jkp.2022.7.1.41>
- Sari, R. D., & Rachmawati, E. (2021). Pemberdayaan perempuan pesisir melalui akses pendidikan dan digitalisasi di daerah 3T. *Jurnal Pemberdayaan Masyarakat*, 6(2), 112–125. <https://doi.org/10.25077/jpm.6.2.112-125.2021>
- Servaes, J. (2008). *Communication for development and social change*. New Delhi: SAGE Publications.
- Sundari, R. (2021). Perempuan dan teknologi: Transformasi peran perempuan dalam era digital. *Jurnal Komunikasi dan Gender*, 5(1), 33–47.
- Suparlan, P. (2004). *Masyarakat pesisir dan budaya maritim: Kajian sosial budaya di Indonesia*. Yogyakarta: LKiS.
- Suryani, A. (2020). Perempuan modern dan pergeseran peran dalam keluarga: Perspektif gender dan pembangunan. *Jurnal Sosialita*, 12(1), 55–68. <https://doi.org/10.31289/sosialita.v12i1.3456>
- Wiryo, T. (2015). *Komunikasi partisipatif dalam pemberdayaan masyarakat pesisir*. Malang: Universitas Brawijaya Press.
- Zulaikha, S., Nasrudin, M., & Lestari, E. P. (2021). Dialectic of Public Sphere vs. Private Sphere in Millennial Families in Lampung Customary Law Community. *Samarah: Jurnal Hukum Keluarga dan Hukum Islam*, 5(2), 928-956. <https://doi.org/10.22373/sjhk.v5i2.9150>