

ABSTRAK

Pergeseran peran terlihat dengan banyaknya perempuan yang turut berperan dalam sektor perekonomian, salah satunya perempuan pedagang ikan yang ada di desa Banyusangka, Kabupaten Bangkalan. Perempuan menghadapi tantangan untuk menjalani peran di ruang privat dan publik. Penelitian ini bertujuan untuk mengetahui pengalaman komunikasi perempuan pedagang ikan di desa Banyusangka kecamatan Tanjung bumi kabupaten Bangkalan dalam perspektif analisis gender harvard. Jenis penelitian adalah deskriptif kualitatif dengan menggunakan pendekatan analisis gender harvard. Subjek dari penelitian ini adalah 4 perempuan pedagang ikan serta suaminya. Data dikumpulkan melalui wawancara dan observasi. Dari hasil penelitian menggunakan analisis gender harvard menunjukkan adanya realitas beban ganda dan ketimpangan dalam akses dan kontrol terhadap sumber daya seperti keuangan dan informasi perdagangan yang dialami perempuan pedagang ikan. Dengan pengalaman komunikasi, menunjukkan bahwa perempuan pedagang ikan memiliki etos kerja tinggi dalam menghadapi tantangan, seperti marginalisasi dan stereotip. Meski pekerjaan sebagai pedagang ikan diwariskan secara turun-temurun dan bukan berdasarkan keinginan, dorongan ekonomi dan kemandirian finansial menjadi motivasi kuat, sementara semangat juang mereka tercermin melalui komunikasi dan strategi adaptasi dalam lingkungannya.

Kata kunci: **analisis gender Harvard, pengalaman komunikasi, perempuan pedagang ikan**

ABSTRACT

The shift in roles is seen in the large number of women who play a role in the economic sector, one of which is female fish traders in Banyusangka village. Women face challenges in carrying out roles in private and public spaces. This study aims to determine the communication experience of female fish traders in Banyusangka village, Tanjung Bumi sub-district, Bangkalan district from a Harvard analytical framework perspective. The type of research is descriptive qualitative using the Harvard analytical framework approach. The subjects of this study were 4 female fish traders and their husbands. Data were collected through interviews and observations. From the results of the study using Harvard analytical framework, it shows the reality of double burdens and inequality in access and control over resources such as finance and trade information experienced by female fish traders. With communication experience, it shows that female fish traders have a high work ethic in facing challenges, such as marginalization and stereotypes. Although the job of fish trader is passed down from generation to generation and not based on desire, economic motivation and financial independence are strong motivations, while their fighting spirit is reflected through communication and adaptation strategies in their environment.

Keywords: *Harvard Analytical Framework, communication experience, female fish traders*