

**EXPLORING THE MEANING OF SHIFTING OF GENDER PERCEPTION:
FISHERS WIVES EXPERIENCES OF ECONOMIC EMPOWERMENT AND
LEADERSHIP IN *KEMBALI MUDA MANDIRI* COOPERATIVE IN TORO
VILLAGE, BONE REGENCY, SOUTH SULAWESI**

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Women in coastal communities play an important role in managing household finances and raising children. However, the role of women in the context of social and business institutions in coastal communities is still insignificant. Processes such as institutional discussions, and collective decision-making in coastal communities that are entrenched with patriarchal culture, are still dominated by men. As a result, decisions can be biased and subjective. In the last 4 years, one of the groups of fisher's wives (*Mama Tuna Mandiri*) in Toro Village, started to build a business independently as a form of contribution to the family and community economy. In the process, their business group began to grow and through this growth, trust was formed in fisher's wives capacity to fill important positions in larger business institutions, such as the *Kembali Muda Mandiri* Cooperative. This change marks a shift in the role and social position of women in coastal communities. Through a qualitative Interpretative Phenomenological Analysis (IPA) approach, this study aims to understand the subjective experiences of fishermen and fishermen's wives regarding the shift in roles/positions that occur in fisher's business institutions. This study also focuses on fisher's wives interpreting the process of role shifting, the challenges faced, and its impact on identity and social relationships. This study not only describes the phenomenon of women's role shifting in local business institutions but can also be a model for women's empowerment intervention programs in locations with a strong patriarchal culture.