

## INTISARI

Desa Bulakbaru Kecamatan Kedung Kabupaten Jepara merupakan salah satu desa yang terkena bencana abrasi dan mengalami bedol desa tahun 1984. Saat ini abrasi terus terjadi dan mengancam penghidupan masyarakat pesisir di Desa Bulakbaru. Penelitian bertujuan (1) mengetahui kepemilikan aset rumah tangga, (2) mengetahui akses rumah tangga, (3) mengetahui aktivitas rumah tangga, (4) mengetahui strategi penghidupan masyarakat dalam menghadapi ancaman abrasi di Desa Bulakbaru.

Metode penelitian yaitu kualitatif dengan pendekatan penghidupan rumahtangga. Penarikan sampel dengan teknik purposive sampling. Pengumpulan data dilakukan dengan pengumpulan data sekunder, observasi, indepth interview, dan wawancara semi-terstruktur. Teknik analisis adalah deskriptif kualitatif.

Hasil penelitian menunjukkan kepemilikan asset, akses, dan aktivitas rumahtangga di Desa Bulakbaru beragam ditentukan oleh mata pencaharian kepala keluarga. Strategi penghidupan rumah tangga masyarakat di Desa Bulakbaru sebagian besar mengandalkan strategi bertahan hidup (survival) dan sebagian kecil mengandalkan strategi konsolidasi dan strategi akumulasi.

**Kata Kunci:** strategi penghidupan, masyarakat pesisir, abrasi, kemiskinan

## **ABSTRACT**

*Bulakbaru Village in Kedung Subdistrict, Jepara Regency is one of the villages affected by abrasions and suffered from a massive migration in 1984. Currently, abrasion continues to occur and threatens the livelihoods of coastal communities in Bulakbaru Village. This research, thus, aims to (1) know about the assets ownership, access and activities of the households in the community, and (2) find the community's livelihood strategies in facing abrasion threats in Bulakbaru Village.*

*The research employed a qualitative method by using a livelihood approach. The sampling used was purposive sampling technique. The data were collected through secondary data, observations, in-depth interviews, and semi-structured interviews, and were analyzed by using a descriptive qualitative technique.*

*The results showed that assets ownership, access and activities of the households in Bulakbaru Village were influenced by the occupations had by the people in the community. The livelihood strategies of the households in Bulakbaru Village mostly relied on survival strategy, while only a few depended on consolidation strategy and accumulation strategy.*

**Keywords:** *livelihood strategy, coastal community, abrasion*