Abstract

The Strategy of Catfish Cultivation Business Development in Parung Area, Bogor
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Freshwater catfish is one of fisheries cultivation commodity which has a high value of economy. Parung is an area in Bogor with the largest production of catfish and has some supporting factors to become a production center of catfish, namely overflow of water supply, stability of weather, and also close to market (e.g. Jabotabek area). The Area of Parung consists of three subdistricts, namely Ciseeng, Parung, and Gunung Sindur.

The objectives of this study were (1) to identify and to analyze internal and external factors which affect the catfish cultivation business development, as well as to determine the increase the production rate of catfish; (2) to formulate alternative strategies for developing catfish cultivation in Parung; (3) to recommend the strategies for catfish cultivation based on its priority. The study was done in area of Parung from April to June 2009. The analysis used during the study were survey, direct observation, interview, and questionnaires. Two tools of analysis were used namely IFE-EFE to sum-up and evaluate the main strengths and weaknesses as well as opportunities and threats within a certain conditions. Results of this analysis were used as a basic variable for identifying the status of the study object. SWOT analysis was done to formulate the matrix TOWS. Strategies propose that was resulted from the Matrix TOWS will be prioritize by using QSPM. Results of the QSPM shows that eight alternatives of strategies, namely: (1) developing the center of catfish production in order to increase the quantity of production so that meet a market demand; (2) developing mutual partnership model; (3) improving the capability of technologies and business management of catfish cultivation; (4) propulsive the fisheries to create small industry of catfish; (5) integration the function of institution that were involve in catfish; (6) facilitating to small manufacture of catfish feed in order to decrease production cost; (7) controlling the mechanism of sales price finding; and also (8) repairing the sources of water that effect this business. According to QSPM analysis, the prime priority of strategy is developing the center of catfish production in Parung Area in order to increase the quantity of the production to meet the market demand.

Keywords: Catfish Cultivation, Strategy, IFE Analysis, EFE Analysis, SWOT Analysis, QSPM Analysis, Parung Area, Bogor