SUMMARY

IGNATIUS ANINDYA WIRAWAN NUGROHADI. Strategy and Policy in Developing the Competitiveness for Fishery Industry in Kabupaten Natuna. Supervised by NUNUNG NURYARTONO, MANGARA TAMBUNAN, and AGUS MAULANA.

Developing the competitiveness of the border and less developed area as Kabupaten Natuna in the South China Sea -a strategic and conflict-potential region- requires efforts to optimize the utilization of local potencies, to achieve competitive advantage in the industry, and to create production and distribution base by focusing on the potentials of the best commodities and local characteristics of the area. Based on GDP data results, the competitiveness of Natuna’s fishery sector can be a regional economic drive of Kabupaten Natuna.

This dissertation aimed to review and measure the competitive position of fishery utilizing the Shift Share Analysis Method and the LQ approach and to create analysis of Natuna’s fishery competitive position according to Porter’s (1990) concept of competitiveness. The formulation of strategies and policies in building the fishery competitiveness in Natuna Regency used the analytic network process (ANP) with the benefit, opportunity, cost and risk (BOCR) concept based on data provided by the experts, representatives of five groups of respondent whose expertise are fishery, aquaculture, fishery industrialization policy, as well as Natuna area, to build a model selection set to develop fishery competitiveness strategy and policy in Natuna. In addition, historical reviews of policies concerning fishery cluster such as minapolitan and regional development which could be attributed to Natuna Regency’s policy development according to the principles of added value, the modernization of the production system, the strengthening of businesses, superior commodities, sustainable and social transformation were done through the research.

The results of SSA and LQ analysis showed that Natuna’s fishery sector has potential comparative and competitive advantage. Diamond and five forces model (Porter 1990) showed that Natuna Regency’s competiveness is constrained by open sea fishery competition, buyers’s pressure and infrastructures insufficiency. Despite these conditions, Natuna’s fishery can be developed by using revenues from oil and gas industry as the initial mover to support fishery sector development through infrastructures financing and the strengthening of human resources capabilities. The research showed that -according to ANP-BOCR analysis- cooperation between institutional policies and local businesses as well as fisheries management arrangement became the top priority. Moreover, the research emphasized the need for cultural transformation as prioritized important opportunity, the formation of fishery society as benefit, infrastructures setup as cost, and environmental damage as the biggest risk of fishery industry development.

Keywords: competitiveness, strategy, policy, fishery, Natuna and ANP