SUMMARY

FITRIAH ISKY FARIDA. Sustainable Cluster Development Strategy of Seaweed Industry in Minapolitan Area of East Sumba, Waingapu – NTT.Supervised by RIZAL SYARIEF and SETIADI DJOHAR.

Seaweed is one of Indonesian’s government top products to accomplish the goal of being one of the biggest fisheries producers in the world in the year of 2015. In 2013, Indonesia produces 6.514.854 ton per annum. The increase in national seaweed production was followed by the increase of its export volume. The high volume of dry seaweed export in Indonesia, rather than its intermediate product, causing the value added of the product is relatively small. In this regard, seaweed export as raw material was intended to be an intermediate product that has a high value-added. In fact, the implementation faced many obstacles.

Minapolitan Program is one strategic step taken by the government to support the ministry of sea resources and fisheries to achieve their goals also to develop the seaweed industry in Indonesia. One of the approaches to support this program is by using the cluster system. Cluster system is implied to develop seaweed industry to be more integrated and had a strong competitiveness. East Sumba was chosen to be one of seaweed minapolitans area with cluster system, in hoping this will support the development of fisheries and sea resources regionally and increase the production of seaweed nationally. The application of cluster system in minapolitans area faced many obstacles and problems, one of it was there was an unstable quality and quantity production of sea resource in Zone I. Due to this phenomenon, Zone II (Collection & Distribution) and Zone III (cultivation) was also disturbed. Zone II can’t proceed to collect and distribute the raw materials as per processing factory specification. Thus, processing plant in Zone III also can’t proceed the production activities due to the lack of raw materials. In regard of above matter, it needs to provide the alternative sustainable strategy to develop the seaweed cluster in minapolitan Area of East Sumba.

The goals of this research are to identify the actual condition of seaweed industry development with cluster system in East Sumba, to determine the factors influenced the development of this system and to recommend the suitable strategy priority to be applied. This research use cluster model (zone was determined by ministry of sea resources and fisheries) to analyze the actual condition, Gap analysis and Analytical hierarchy Process (AHP).

The result of this research, by using the actual condition and Gap Analysis shows that the performance of the zone I is not good – performance score is 2,4 out of 5. This score was the average of the addition of performance level from 9 supporting indicators in zone I. The performance of zone II also had not fulfilled the ideal condition – performance score is 2,6 out of 5 for ideal condition. This score was the average of the addition of the performance level from 4 supporting indicators in zone II. Zone III has a pretty good level of performance on the actual condition with score of performance is 2,7 out of 5 for ideal conditions. This score was the average of the addition of the performance level from 4 supporting indicators in Zone III. The strategy alternative to be exactly applied and prioritized in the sustainable strategy to develop the seaweed cluster in
The implication of the policy could be taken by the government is in zone I by intensifying the planting activities and by developing and increasing the quality and performance of the human resources; zone II by building an integrated and coordinated partnership; and on zone III by increasing the final production volume and building a partnership with raw material producers outside East Sumba and with investors.