ABSTRACT

Development Strategies of Fisheries Agribusiness through Fish Cultivation in Keramba at Sintang Regency

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This research aim to identify factors influencing development agribusiness fishery through fish cultivation in keramba, to know organizational position and also study strategy which this implementation. This research use quantitative and descriptive method with case study research type. Intake follow the example of by purposive is sampling, while processing technique and analyze data cover matrix IFE analysis and analyze matrix EFE used to identify and the factors analyst having an effect on eminent, then continued with matrix I-E analysis to know organizational position in this time and to study strategy which the implementation at one blow formulate, recommending appropriate strategy be achieved.

Through analysis of matrix I-E is known by the organizational position in this time at cell V, strategy of this level is strategy of defender and maintain, as strategy of operational is penetrating strategy market and product development strategy. Pursuant to result of study some strategy executed on duty the agriculture at the moment, hence the most appropriate strategy and can support up at penetration of market and product development partner strategy. Pattern of partner expected to give some opportunity among other things 1) the happening of improvement of market volume 2) price sell product which relative competitive 3) price medium of more production reached 4) occur of displacing science and technology 5) existence of capital for the investment and 6) occur of improvement of efficiency because of relocation resource. Pattern of inveterate Partner conducted by farmer with company of partner among other things pattern plasma-core, sub contract, common trade and cooperation of operational agribusiness. Results of this research recommend that strategy of appropriate partner be achieved in this time strategy of partner of cooperation of operational agribusiness.