ABSTRACT

DEVELOPMENT STRATEGY OF CAPTURE FISHERY AGRIBUSINESSES IN SINGKAWANG MUNICIPALITY - WEST KALIMANTAN PROVINCE

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The purposes of this research are to identify the factors which affect to development process of capture fishery agribusinesses, to formulate strategy alternative can be applied and to recommend the priority strategy in developing of capture fishery agribusinesses in Singkawang Municipality. Research method used in this research are descriptive method, with case study research and sampling method used in this research is purposive sampling. Analysis of environment factors were started by identifying toward the factors which affected to development strategy of capture fishery agribusinesses in Singkawang Municipality. Identification to external and internal environment factors was undertaken by respondent (focus group). Analysis to environment factors used paired comparison technique was to know the level of factors function and grade determination to know the influence of each factor toward development of capture fishery agribusinesses. The evaluation of internal environment strategic used matrix IFE (Internal factor Evaluation) and the evaluation of external environment strategic used matrix EFE (External factor Evaluation) was to know the development condition of capture fishery in the recent time. The result of this analysis using internal and external analysis were studied more detail with focus group to formulate strategy alternative using SWOT matrix. AHP (Analytical Hierarchy process) was used to formulate priority strategy. This research had produced priority strategies namely: 1) Strengthening of capital; 2) development of agribusinesses partnership between fishermen and entrepreneur. The result of AHP analysis can be used as a recommendation material to regional government, specifically for Marine and Fishery Agency.