ABSTRACT

DEVELOPMENT STRATEGIES OF FISHERIES AGRIBUSINESS IN KABUPATEN PESISIR SELATAN

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The aim of this research are: (1) identify external and internal factors which affect the improvement on fisheries agribusiness located in Kabupaten Pesisir Selatan, (2) to develop strategy alternatives that can be use by regional government of Kabupaten Pesisir Selatan to improve fisheries agribusiness by considering the condition of external and internal's environment, (3) to determine priority of strategies in order to improve fisheries agribusiness in Kabupaten Pesisir Selatan. Analysis methods used in this research are descriptive analysis using external and internal factor, IFE (Internal Factor Evaluation) matrix analysis and EFE (External Factor Evaluation), TOWS analysis, and AHP analysis (Analytical Hierarchy Process). Based on the analysis, the result shows that strategy that must be prioritized to improve the fisheries agribusiness in Kabupaten Pesisir Selatan, are create condition that will attract people to make an investment, partnership with entrepreuners.