

SUMMARY

ARIEF NUR RAKHMAN. Value Chain Analysis and Competitive Advantage of Freshwater Pond Fish Culture at Bogor. Supervised by MUHAMMAD FIRDAUS and RINA OKTAVIANI.

Bogor city is one of the contributors to the city of freshwater fish production in West Java. In 2013 the production of fish in the Bogor City reached 4.238.02 tons, and a large part resulted from aquaculture pond which is about 84.28% or a total of 3571.89 tons. Since 2011-2013 the number of farmed fish production ponds in Bogor continued to increase, but there is a decline in production during 2014. In terms of demand for fish in the growing Bogor City, Bogor City has the opportunity to continue to increase fish production from aquaculture this freshwater pool and develop a fishing business.

This study aimed to analyze the value chain of freshwater pond culture in Bogor City, to analyze the factors that determine the competitive advantage of freshwater pond culture in the Bogor City, and formulate and Creating a strategic priority to enhance the competitive advantage of freshwater pond culture in Bogor City.

The study was conducted in the Bogor City, West Java. Data was collected through interviews, observation and literature studies. Respondents were selected using one of the methods of non-probability sampling. This study uses a Value Chain Analysis to analyze the value chain and using Porter's Diamond Model to analyze the factors that determine competitive advantage. In order to find the strategy of increasing the competitive advantage of companies that have been acquired, SWOT analysis was used

The results found that the value chain of freshwater fish farming in Bogor generally involve three main actors namely fish farmers, collectors and traders. Limitations of agricultural land in the Bogor City, a major hurdle for the Bogor City to increase their bargaining water fish production. Capital constraints farming businesses that rely on private capital alone and the difficulty of getting a loan from the financial institution to make the value chain actors freshwater fish farming difficult to adopt technology from the research results from various research institutions. Generally the aquaculture value chain is getting the largest margin of no actor collectors, where the collectors who have access to and information two directions, either the market information or information search for fish farmers. The factors that determine the competitive advantage the cultivation of freshwater fish in the Bogor City on human resources, natural resources and the number of buyers. Factor that has the lowest score is the consumer's preferences and strategies of competitors. Strategies formulated to enhance the competitive advantage of freshwater pond culture in the Bogor City developing fish farming techniques limited land, group shaping sustainable cultivation of Bogor city, conduct training to farmers cultivating intense, establish a travel-based fishing industry

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