# SUMMARY

YUSUF ISKANDAR. Strategies for Developing the Micro, Small and Medium Enterprises of Fisheries Processing Industry in Sukabumi Regency. Supervised by NIMMI ZULBAINARNI and SITI JAHROH.

Development of MSMEs in the fisheries processing industry in the midst of globalization and the high competition to make the MSMEs in the fisheries processing industry must be able to face the global challenges. This development is a shared responsibility, between the government, MSME actors, catalysts, facilitators and financial institutions. Looking at various aspects, especially in terms of income and production of fish processors in Sukabumi Regency, it is necessary to formulate a strategy related to improve the performance of fisheries processing MSMEs. The purpose of this research are 1) identify the business and entrepreneur characteristics also business performance, 2) analyze the influence of business and entrepreneurial (demographic, psychological and cultural) factors on business performance and 3) formulate the strategies in order to improve the performance of MSMEs in the fisheries processing industry.

The research was conducted in Sukabumi, West Java on May through August, 2018 with the consideration that Sukabumi has superior MSME fishery processing industry products. The data used in the research were obtained from the results of interviews using the questionnaires. The number of samples used was 99 units of MSMEs which were selected by proportional simple random sampling technique. The research data obtained was analyzed descriptively to describe the characteristics of MSMEs and MSME actors and the performance of MSMEs in the fisheries processing industry in Sukabumi Regency. The SEM method with the help of SmartPLS 3.2.7 software was used to analyze the influence of business characteristics and business actors on business performance. The SWOT analysis was also used to formulate the development strategies in order to improve the performance of MSMEs in the fisheries processing industry in Sukabumi Regency.

The results showed that most MSMEs were owned by men, graduated from elementary school and aged 40 years. Most of fish processing businesses are micro-scale with the type of preserved fish business. The psychological and cultural characteristics of fish processors can be classified as good enough to support their business performance. Based on SEM results, business characteristics and entrepreneurial characteristics are positively and significantly influence on business performance. Based on SWOT analysis, four strategies can be carried out, namely 1) enhancing fish processing capabilities and innovations through psychological and cultural approaches to optimize the potential of natural resources and market potential, 2) collaboration with PLUT and DPMPTSP institutions for product and market development in order to increase competitiveness and new market roaming capabilities, 3) improving the role of fisheries processing centers and fish processing communities to obtain cheap and quality raw materials and minimize negative externalities, as well as 4) the utilization of KUR and micro credit programs to improve fish processing equipment and product innovation to minimize losses and take advantage of market potential.

Keywords: culture, innovation, stakeholders, market potential, psycology