SUMMARY

UMARI HASAN. Formulation of Model and Management Strategy of Integrated Marine and Fisheries Center (SKPT) Biak in Biak Numfor Regency, Papua. Supervised by HARIANTO and CATUR SARWANTO.

Biak Numfor Regency is one of the archipelagic districts in Aquatic Management Area (WPP) 717, which has a large development potential of the marine and fisheries sector with an area of waters reaching 18,442 square kilometres or almost six times the land area. However, from the WPP 717 Maximum Sustainable Yield which reaches 603,688 tons/year, this district only has a fishery production volume of 81,175 tons and only contributes 19.54% to the regional GRDP. Therefore, in order to spur the growth of the marine and fisheries sector in Biak Numfor Regency, the Ministry of Maritime Affairs and Fisheries in 2016 launched the Biak Integrated Marine and Fisheries Center (SKPT) program. SKPT is an integrated marine and fisheries business center from the upstream to downstream based on area. The SKPT Biak program is implemented through various activities such as the construction of business facilities, supporting facilities, distribution of business assistance, and training of fisheries workers. Although the master plan for this program has been prepared, however, the SKPT Biak Area located in Fandoi Village, Biak Kota District, Biak Numfor, has not been operating optimally due to the absence of management models and strategies for this area.

To answer this problem, this study aims to develop a management model for SKPT Biak, identify internal and external factors that affect the management of Biak SKPT, formulate alternatives and prioritize management strategies. The method used in this research is descriptive method using Business Model Canvas (BMC) and SWOT analysis which is integrated with the Analytical Hierarchy Process (AHP). Supporting data used in this study are primary data and secondary data, which are obtained from the results of observations, interviews, and literature studies from government agencies’ data, especially from the Ministry of Maritime Affairs and Fisheries; Biak Numfor District Fisheries Service; and BPS Biak Numfor Regency.

The results showed that the SKPT Biak management model was compiled in nine BMC elements that had been refined by adding elements of missions and elements of impact and measurement, which were carried out because the SKPT Biak Management Unit was a non-profit organization. Identification of internal and external factors is carried out on nine elements because the two additional elements are targets given by the Ministry of Maritime Affairs and Fisheries to the Biak SKPT Management Unit. Three elements are considered relatively more important and greatly influence the success of the other six elements, consist of the proportion of value, key activities, and income flows. The factors that most influence the proportion proportion element is strength (S), key activity elements is weakness (W), and income stream elements is threat (T). Of the three elements, twelve alternative strategies were produced in the SWOT matrix. The priority strategies are: Optimizing all production resources to create value that can increase customer and partner loyalty, and to attract new customers and investors; Promote investment and cooperation opportunities, and propose the allocation of
assistance in order to optimize all activities in the Biak SKPT area; and Arranging regulations on the application of retribution, payment systems, management, and punishment, by involving the Government, business associations, and other relevant agencies.

Keywords: fisheries area, integrated management, management model, SKPT biak, strategy