

Analysis and Strategy Business Development Mariculture (Keramba Cage) in the Sialang Pasung Village West Rangsang District Kepulauan Meranti Regency

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ABSTRACT

The main objective of this research to analyze the development of maintenance strategy for the mariculture efforts at Sialang Pasung Village, Kepulauan Meranti Regency. This research in particular has purpose to: Know contribution of fishery culture in Sialang Pasung Village, West Rangsang Subdistrict, Kepulauan Meranti Regency. Analyze marine culture efforts and the management of fishery efforts in Kepulauan Meranti Regency. Analyze congruent development of the potential, opportunity and the constraint of fishery culture in Kepulauan Meranti Regency. The analysis was descriptive to the condition of marine culture in Sialang Pasung Village that dominate by aquaculture association's (KONSIP) White Scout Fish (*Lates calcarifer*). White Scout Fish (*Lates calcarifer*) takes about 6-7 months to produce. In each production, 1 fish have weight about 1 kg – 0,7 kg. The average of White Scout Fish Production in Sialang Pasung Village is about 8.687,2 kg/harvest. Based of macro economy analysis, fishery are basic sector that give important influence for Kepulauan Meranti Regency economics matter. It was shown by value of $LQ > 1$ from the last 3 years and Kepulauan Meranti Regency fishery that support this sector developed to become main district economic sector. In compliance with analysis of the fishery development priority and analysis fishery as the most potential developed sector. Therefore, need some policy combination to develop product/superior sector in the regency to reach prosperous economic. Internal factor in marine aquaculture efforts development in Kepulauan Meranti Regency is productive human resources, fishery culture product raising, handmade materials, Government policy. External factor is market and economy.

Keywords: Aquaculture, White Scout Fish, Sialang Pasung Village

INTRODUCTION

Meranti Islands Regency in addition to its strategic location also has the potential of natural resources. The natural wealth of almost spread throughout the district that is in Meranti Islands Regency. One such sector in particular Fisheries Aquaculture White snapper fish (*Lates calcarifer*) Keramba cage in the Sialang Pasung Village West.

Sialang village is located in the district of West Rangsang Meranti Regency of Riau Province, where previous Sialang Pasung Village is a hamlet of the village, the capital of Lemang Village, the expansion in 2004 Sialang Pasung Hamlet secede from Lemang Village to independent village named Sialang Pasung. Where the village now has a 5 stocks beehive hamlet is Hamlet Sialang Pasung Laut, West Village Sialang Pasung, Terentang Hamlet, Hamlet Sialang Pasung Darat and has an area of 748 hectares .

In terms of area restrictions, Sialang Pasung villages have boundaries as follows :

- The northern side is bordered by the Village Segomeng
- South of the Black Water straits
- Next door to the west and Villages Children's Village Bantar Setatah
- Next to the eastern borders with the Village Lemang .

Geographically Sialang Pasung village lies in between 40 and 11 - 450BT - 150LU, general Sialang Pasung village located at an altitude of 2 meters above sea level and the climate is tropical with an average rainfall season is in the west about 4 months which begins from September, November, December, and January, while summer is often the case in 2 months to 10 months. Pasung topographic Sialang Pasung village seen from high ground + 5 meters from the sea. whereas the sea water receded overnight + 20 meters of water occurs twice its ups and downs. Soil conditions in the village Sialang Pasung is different on each hamlet where soil conditions I landed in a mixture of clay, soil and peat white, the ground in hamlet II is white and III, IV, V earthy peat.

Sialang Pasung village is about 200 km from the Province Capital and about 100 Km from district capital using water transportation such as ships. For distance to the district is 3.5 km by road vehicles such as bicycles and motorbikes or on foot .

the district of West Rangsang Meranti Islands
of the catch of fish, in which the village has a
etermined by the season the fish production



therefore uncertain. In the fishing season (east wind) catches are very abundant, and vice versa in the lean season (the west wind) catches are far from expectations. Therefore efforts to stabilize income, then fishermen do farming barramundi (*Lates calcarifer*) in floating net cages .

In developing farming barramundi (*Lates calcarifer*) is not easy, this is indicated by the cultivation of barramundi (*Lates calcarifer*) is less than the maximum, due to the lack of smoothness willingness seed and feed. To get the seeds and feed the fish culture farmers must buy seed and feed outside of counties stricken islands of Batam or meranti like to Bengkalis which causes the production is not as expected or planned by farmers farmed fish .

This study aims to analyze the business development strategy of marine aquaculture in the village stocks Sialang Meranti Islands Regency .

This study aims to :

1. Determine the contribution of aquaculture sector in the village stocks Sialang District Meranti Islands Regency West Rangsang
2. Analyze fisheries and aquaculture fisheries management measures Meranti Islands Regency .
3. Analyzing the potential, opportunities and constraints of aquaculture enterprises appropriate to be developed in Meranti Islands Regency .

METHODS

This study is planned to be conducted approximately 1 month in the field, ie on June 1 to 13, 23 - July 28, 2013 and continued in the Laboratory of Economic Development of Fisheries Faculty of Fisheries and Marine Sciences University of Riau. The method used in this study is a survey. Engineering conducting research using survey techniques of observation and investigation are critical to get a good description of the light and against a specific problem and a specific area (Singarimbun, 1989). The population is farmers Fishermen barramundi (*Lates calcarifer*) in floating net cages which KONSIP group of 10 people, community leaders, and fish traders, both in the village and outside the village (town district and district). The data collected in this study is primary data and secondary data. Primary data obtained through interviews of respondents were guided by the questionnaire or list of questions has been prepared. Secondary data obtained from the relevant authorities and documents related to this study.

DATA ANALYSIS

Contribution Analysis

This analysis is used to determine how much a given fishery sector contribution to GDP and employment Meranti Islands Regency (Anwar, 2005) with a mathematical model as follows :

$$\frac{QX_n}{QY_n} \times 100\%$$

where:

P_n : The contribution of the fisheries sector in year n Meranti Islands Regency
QX_n : fisheries sector GDP in year n or the number of workers in the fisheries sector n Meranti Islands Regency

QY_n : Total GDP in n or the total workforce in all sectors of the n

Location Quotient (LQ)

This analysis aims to determine the base level of the fisheries sector in regional development based on GDP or employment indicators (Tarin, 2005), the mathematical formula:

$$LQ = \frac{v_i/v_i}{v_t/v_t}$$

LQ : Location Quotient

v_i : fisheries sector GDP or total employment in the fisheries sector Meranti Islands Regency

V_i : Total GDP entire sector or the total amount of labor in Meranti Islands Regency

v_t : Fisheries Sector GDP or total employment in the fisheries sector Riau Province

V_t : Total GDP across sectors or across the total workforce in Riau Province

Criteria for determining the base sector LQ < 1, the fishery sector is the sector question whether, if LQ > 1, the fisheries sector is a sector basis, whereas if LQ = 1, then the level of specialization same district with the provincial level



Feasibility Analysis of Fisheries and Marine

Feasibility analysis of marine fisheries is the basis for determining commodity fisheries and marine industries as well as how far the suitability of the comparator and analysis methods used in this study. Manufacturing variability analysis model can be divided into two according to the type of data collected, namely : quantitative models and qualitative or descriptive models .

One example in the analysis of qualitative models of variability and marine fishing industry businesses are Investment and Financial Feasibility Analysis. Model Investment and Financial Feasibility Analysis of a marine fisheries and described as follows :

Investment and Financial Feasibility

This analysis is used to determine the financial benefits of a project development and marine fisheries, so that decision makers can determine whether the project is feasible to be developed or not. In this sense, project feasibility analysis was conducted on the aspects of business analysis and financial aspects .

- a) Analysis of Business Advantage.

$$\pi = TR - TC$$

- b) Analisis R/C ratio

$$R/C = TR/TC$$

Description :

π = business profit (USD / ha / year)

TR = total revenue effort (USD / ha / year)

TC = total operating cost (U.S. \$ / ha / year)

The criteria used are :

When $\pi = 0$ and $RC \geq 1$, then the effort PKUI worth the effort.

When $\pi < 0$ and $R / C < 1$, then it is not feasible to attempt PKUI cultivated .

- c) Analysis of Cost and Benefits Ratio (B / C Ratio)

Cost and Benefits Ratio analysis is one of a feasibility analysis for menulai invested both economically and financially. Cost and Benefits Ratio is the ratio in which the numerator consists of the total value of benefits that have been discounted by tingkat discount (discount rate) specified, while the denominator is the total cost is already discounted.

- d) Financial Rate of Return ((FRR)

The investment criterion is the maximum interest rates that are still viable for business, so the boundary condition for the loss. If the business has a value less than the FRR level of bank interest rates, then the business will lose money and kuranglayak tended to cultivate, and vice versa if beaku FRR greater than bank interest rates. FRR equation is described as follows :

$$FRR = \text{Net income} : \text{Investment} \times 100 \%$$

- e) Payback Period of Capital (PPC)

This criterion aims to determine the payback period effort invested, the faster a business type in your investment returns will be more prospective and profitable the business .. PPC equation is described as follows :

$$PPC = (\text{Investments} : \text{Net Income}) \times \text{effort period (year or month)}$$

SWOT analysis

Analysis of Strengths, Weaknesses, Opportunities and Challenges or the popular acronym SWOT analysis (Strength, Weakness, Opportunity and Threat). The use of SWOT analysis aims to determine the best strategies to develop the business of processing and fisheries in Meranti Islands Regency. Application of SWOT analysis carried out within three (3) stages:

1. Weighted (value) of each element of the SWOT based on the level of interest and industry conditions and marine fisheries. Weighting is 1 to 4. A value of 1 means the least important, the value of 2 means somewhat important, 3 means significant value, value of 4 means very important .
2. The second stage is the weighting of each element of assessment scoring SWOT (internal and external factors). If the score weighting value greater than the average score a business unit and the marine fishing industry



strong internally and externally, and the opposite applies, if the value kecill score weighting more than the average score of external factors and weighting internal .

SWOT elements that have been linked in a value weighted SWOT matrix to obtain an alternative strategy (SO, ST, WO, WT). Each alternative strategy is summed to produce a weight value alternative ranking strategies. Strategy with the highest weight value is a priority strategy to be implemented in the development of marine fisheries and integrated in Meranti Islands Regency .

Table 1. SWOT Analysis Matrix

Factors Internal / External	Opportunities (O)	Threats (T)
Strength (S)	Strategy - SO Create a strategy that uses the power to take advantage of opportunities	Strategy - ST Create a strategy to address the threat to use force
Weakness (W)	Strategy - WO Create strategies that minimize weaknesses to exploit opportunities	Strategy - WT Create strategies that minimize weaknesses and avoid threats

Descriptive Analysis

Descriptive analysis is a way to describe or depict analyze collected data as it is without making any conclusions or generalizations apply to the public. According Surakhmad (2002) descriptive analysis is by telling and interpreting the data, the problem is the situation experienced, a relationship, an activity with other activities, views, attitudes to appearance, or on an ongoing process. In this case, a descriptive analysis will be focused on policy analysis related to the development of fisheries. This descriptive analysis aims to describe or portray (to describe) a careful and systematic facts, symptoms, phenomena, opinions, or the opinions and attitudes regarding the implementation of the policy. Respondents in this form of analysis and expert fishermen involved directly regarding this issue. Design or descriptive format suvei done by taking a sample of the population as research subjects. Opinion of the study subjects will dideskriptifkan of variable to be studied .

Depth interviews is one of the techniques used in this study to collect data and information. The use of this method is based on two reasons, first, the interview, the interviewing researchers can explore not only what is known and experienced by the subject under study, but can also be hidden deep within himself the subject of research. Second, what is asked of informant bias include things that are over time, which relates to the past, present, and future. The approach used in the form of information approach .

RESULTS AND DISCUSSION

Economic Analysis of Fisheries Sub-sector Contribution analysis

Fishery is one of the agricultural sub- sector in Meranti Islands Regency with considerable economic potential. It is based on the results of the descriptive analysis and the study of literature in the previous chapter of this study. The resulting value contribution to the regional economy through the GDP indicator is obtained by shift share analysis with a comparison between the percentage of GDP in the fisheries sub-sector i to total GDP in all sectors i in Meranti Islands Regency. In detail, the shift share analysis results are presented in Table 1.

Tabel 2. Fisheries Sector Contribution Analysis in Meranti Islands Regency Under Constant price GDP Indicator

Years	Vi (Juta Rp)	Pi (Juta Rp)	Ki (%)
2010	57.777,36	2.135.115,18	2,71
2011	63.191,68	2.261.693,67	2,79
2012	68.139,56	2.374.665,16	2,87



Data contribution of fisheries sector in Meranti Islands Regency during the last 3 years shows the fluctuations and differences in contribution. Differences in contributions and these fluctuations can not be separated from areas of potential factors and characteristics of shocks that occur due to national and regional crises. In general, an increase in GDP in some sectors in Meranti Islands Regency. Menggeliatnya economic and investment climate to trigger an increase in revenue this area. This condition also affects the fisheries sub-sector is also experiencing an increase. This contribution is calculated through the calculation of shift share analysis based on indicators of GDP in 2000 constant prices. Recap development of this contribution is clearly shown in Figure 1.

The development of the contribution that fisheries sub-sector as shown in Figure 1, shows an increase in contributions over the last three years in which it can be seen that the development trend for 2010 of 2.71 %, in 2011 was 2.79 %, in 2011 by 2, 87 % of fisheries sector contributes to the economy of the region. It is not in spite of an increase in the value of fishery products, especially in the fisheries sector. The main contribution of fisheries in Meranti is derived from capture fisheries, it is supported by its position as a coastal area facing the Straits of Malacca. The trend of increasing contributions relevant stakeholders need to be addressed through the development of policies that will impact on the economy and welfare of the community .

Economic Base Analysis

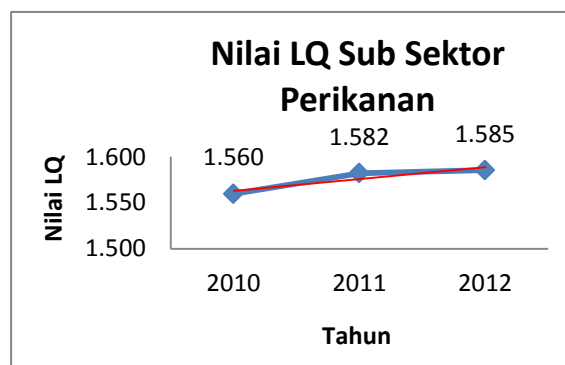
Assessment Meranti Islands Regency economic base in this study was calculated using the Location Quotient (LQ). Analysis of the economic base includes nine sectors of the economy that is in Meranti Islands Regency. Location Quotient Based on the analysis, some sectors in Meranti Islands Regency sector can be categorized basis for 3 years. The base sectors namely Manufacturing ; Electricity, Gas and Water Supply ; Trade, Hotel and Restaurant ; Transportation and Communications and Finance, Real Estate ; Services Company. These sectors according Sjafrizal (2008) is a sector whose activities could bring in revenue from outside the region, the sector is exogenous permintaanya function and can enhance regional economic growth as well as the backbone of the local economy because it has a competitive advantage (competitive advantage) is quite high.

Development of the fisheries sub-sector in Meranti Islands Regency belonging to the agricultural sector experienced an increasing trend. From 2010 to 2012 basis fisheries sector categorized as value LQ > 1. This increase is influenced by various factors, one of which is due to an increase in marine fish production in particular value the contribution that tuna. LQ value calculation fisheries sub-sector are outlined in Table 2 and Figure 2.

Tabel 3. LQ calculation Fisheries Sub-Sector Meranti Islands Regency

Year	vi (Million Rp)	Vi (Million Rp)	vt (Million Rp)	Vt (Million Rp)	LQ (Million Rp)	Basis/ Non basis
2010	57.777,36	2.135.115,18	1.627.166,96	93.786.236,58	1,560	Basis
2011	63.191,68	2.261.693,67	1.725.545,74	97.707.498,51	1,582	Basis
2012	68.139,56	2.374.665,16	1.857.088,81	102.605.913,65	1,585	Basis

Sumber : Analisis Data, 2013



Analysis results shown in Table 2 and Figure 1 shows the fisheries sector is a base in Meranti Islands Regency. An upward trend of LQ values form the basis for formulating development policies to be taken. Fisheries sub-sector was supposed to be placed into the backbone of the local economy so it gets developed and proportions to provide a comparative advantage for the region. The base sector development policies will also provide for an increased contribution of multiple impacts other sectors .

Economy of a region consists of several sectors with different economic potential. Growth or decline in one sector affect overall economic growth. Analysis of economic growth with sector specific region help policy makers (policy makers) and stakeholders in the policy making better (Herath et al. , 2012). Through the shift share analysis we concluded that fisheries sub-sector has the opportunity to boost the regional economy. Therefore, the need for strengthening the policy in a sector basis through investment and development program in order to achieve prosperity.

General State Fisheries

Fishing is one man's attempt to take advantage of aquatic biological resources for the benefit of life, both animal and biological resources, biological resources, vegetation. Subsector which was developed in the village of Sialang Pasung is catching, aquaculture, processing and marketing sub-sectors in this research is meticulous in aquaculture subsector White snapper fish (*Lates calcarifer*). In conducting its business the fish farmers rely heavily on water, which is placed on the cultivation of floating cages located approximately 20 meters from the beach .

Beehive village stocks have 2 pieces of the rivers and streams stretched siatam rivers, these rivers is a small river, brown water caused by mud along the river as well as the essence of the tidal influence of the sea is lightly browned. Due to the condition of river mud bersubstrat then there are types of shellfish and shrimp .

Rural communities rely heavily on Sialang Pasung waters that exist in the villages along the Straits of Sialang Pasung Black Water. Coastal waters in the village is quite extensive Sialang Pasung directly adjacent to the Strait of Black Water. Lots of potential aquatic and fishery resources which can be developed in the village. In terms of the potential for development of fisheries as White Snapper Fish farming (*Lates calcarifer*) which is a very promising potential for the well-being of rural communities that exist along the waters especially Sialang Pasung village .

Strait Black Water conditions are very concerned about the pollution of the waters experienced by household waste. The absence of public awareness not to throw garbage into the waters is a result of garbage in the black waters of the strait water .

Member state Farmer group

History of group KONSIP

The group is a social unit consisting of 2 or more individuals who hold a pretty intense social interaction and regular, so that there is a division between the individual tasks, structure and certain norms peculiar to the social unity .

Farmer group floating cages in the village stocks beehive by the group named group consisting of 10 people KONSIP, KONSIP group initially consisted of 20 people in 2000 but due to internal problems konsip the now 10-member group, which is chaired by Efendi eunuchs. The background of the formation of this group based on the efforts to improve the welfare of the fish farmers to achieve the goals set jointly with the assistance of the Department of Fisheries

In the cultivation of floating cages, to finance the cultivation of no agency that specialized in dealing with business purposes in floating net cages activities Sialang Pasung village is concerned with the venture capital comes from a group contribution and funding from the government. In the provision of inputs for cultivation, farmers' groups for their own culture because there is no institution in the provision of inputs .

Floating cages farming village Sialang Pasung for marketing, selling their products on collectors or buyers who came alone for the purposes of its business (restaurant business).

Characteristics of Group Members KONSIP

KONSIP group members are people who live on the banks of the Black Water Channel, riverside community who are mostly farmers society has different characteristics with other people. This difference is due to the close association with economic characteristics, cultural background and the availability of facilities and infrastructure. In general, the people residing along the with nature, so the technology is the use of s of the region .



According Hendrikson (2011) social life of fishermen is not much different from the social life of the fishing community on the edge of a river in Indonesia, namely : lack of education, productivity is highly dependent on the season, limited working capital, lack of supporting infrastructure, poor market mechanisms and the length of transfer of technology and communication that resulted in income of coastal communities, be erratic .

Circumstances White Snapper Fish Farming

Cultivation is an art/creative people to maintain, nurture and grow the organisms in the water in a controlled/human creations combine science and technology to manipulate water resources and fish resources for the purposes of public welfare (Feliatra, 2003) .

Cultivation in the village stocks beehive is a side job, number of fish farmers Gammon White (*Lates calcarifer*) in floating net system was originally 20 but for reasons internal to the group that now totals 10 fish farmers. White snapper fish farmers (*Lates calcarifer*) in Sialang Pasung village was carried out by a group of fishermen called KONSIP group, inception is 2000. KONSIP group is the only group that cultivates fish in floating net cages. Cultivated fish species other than fish snapper is a fish Bawal White Star, Kurau and others.

In farming, construction or location of the floating net is crucial for the success of the cultivation. In the village of beehive stocks floating net distance of the beach approximately 20 meters. Floating cages consists of 20 plots, which are arranged into two rows, one row consists of 10 cages petak. Ukuran there are 2 that are 4 x 4 x 2 m, 40 cm while the inter- net, mesh size there are 3 kinds.

1. size of 2.5 cm for fish measuring 5-10 cm
2. size of 3 cm for fish measuring 10-15 cm
3. size 4 cm to 15 cm sized fish until the fish harvest

Purpose of this separation so that the fish is not easily caught or snagged on the mesh of floating cages and fish farmers often have to check the net to make sure it does not leak -angle corner of the net floating cages and cleaning so as not to nest fungi that can eat Fish Snapper White (*Lates calcarifer*) .

In floating net cage culture activities to generate the maximum production output variables (seed and feed) should be improved, the following table of data on the number of production, seed and feed the results of field observations per period:

Table 4. Number of Production Data, Seed and Feed per Period Harvest In Keramba cage at Village West Sialang Pasung Rangsang District Meranti Islands Regency of Riau Province in 2012

No	Harvest Periode	Production	Seed	Feed
1	Maret 2001	1.587,6	6000	2700
2	Agustus 2003	2.292	5450	2970
3	Januari 2004	1.494,5	4000	2970
4	Juni 2005	1.063,6	4000	2700
5	Februari 2011	4.291	10.000	3780
6	Januari 2012	5.263	10.000	4050
Total		15.991,7	39.450	19.170

Source: Primer Data

Can be seen in Table total production, seed and feed per period, the period to 6 is the most maximum production is 5,263 kg with 10,000 head of seed and feed 4050 Kg. Can be seen above that the production of 2002 and 2005-2010 groups of farmers do not produce floating cages White snapper fish (*Lates calcarifer*) and because of the limited seed capital .

Provision of a good and sufficient seed is very important to obtain a high production effort in producing floating net cages KONSIP groups in the village stocks and capital beehive is anything that is used for business, capital can be obtained from the owner of the entrepreneurs themselves and the addition of external the business owner. Capital are very large influence on the course of a business. Thus the seed and capital are important in the cultivation of cages. If there are no two things are the business of floating cages will not be developed .

Table 5. Average Total Production, Seed and Feed In Keramba cage at Village West Sialang Pasung Rangsang District Meranti Islands Regency of Riau Province in 2012 .

No	Variabel	Maximum	Minimun	Average
1	Production	5.263 kg	1.063,6 kg	2.665,3 Kg
2	Seed/ Juvenile	10 000	4000	6.575
			2700 kg	3.195 Kg



Can be seen in Table maximum and minimum of the average production was 2665.3 kg, seed heads and feed 3,195 6,575 kg.

Circumstances white snapper fish farming production (*Lates calcarifer*).

White Snapper Fish farming production (*Lates calcarifer*) in floating cages in the village of Sialang Pasung cage culture production is the only one existing in the district meranti. In general, White Snapper Fish production (*Lates calcarifer*) stocks beehive village farmers are not evenly distributed throughout the year due to aquaculture production depends on the season and weather. White Snapper Fish farming production (*Lates calcarifer*) is 6-7 months, the first production tail snapper weighing 1 Kg - 0.7 Kg. White Snapper Fish Production (*Lates calcarifer*) the average farmer floating cages Sialang Pasung village was 8687.2 kg/harvest.

In producing the White Snapper Fish farming (*Lates calcarifer*) water quality is very important to improve the income White Snapper Fish (*Lates calcarifer*), but from year to year water quality beehive village stocks declined because the number of pollution that occur around the area of the floating cages around the strait black water, a highly influential pollution is the number of the rubbish that is around the strait black water. To see the production of barramundi per period in floating cages beehive village stocks can be seen in Table 2. For more details can be seen in the graph below:

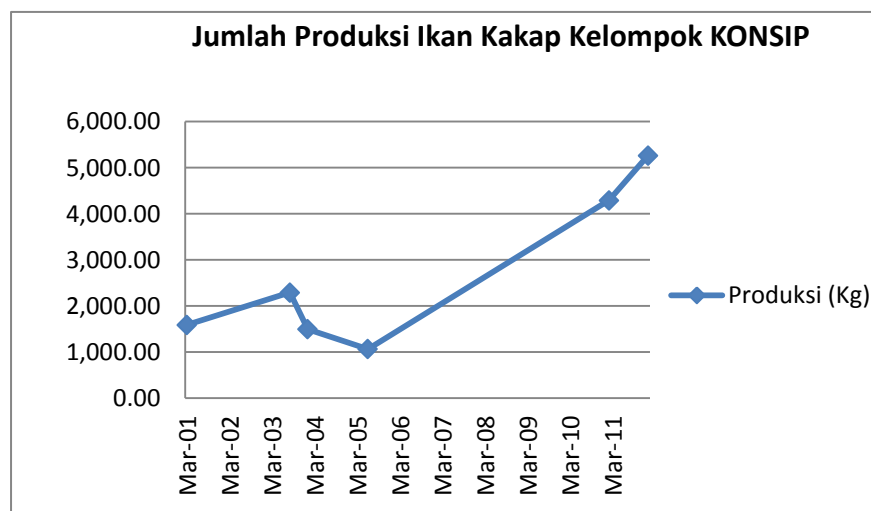


Figure 2. White Snapper Fish Production Number (*Lates calcarifer*) Group KONSIP Stimulate Rural West District Sialang Pasung Meranti Islands Regency, Riau Province.
Sources : Primary Data

In the graph it can be seen that the number 4 production drove up the group in 2011 due to KONSIP start production again in 2006 which was not produced until 2010. 2002 and 2005-2010 groups of farmers do not produce floating cages White snapper fish (*Lates calcarifer*) and because of the limited seed capital .

SWOT analysis

We need a strategy that matches the characteristics and problems of the people involved in developing the fisheries sector in Meranti Islands Regency Village Sialang especially on fishery stocks as the center of marine fish cultivation. Strategy and policy direction should include five aspects:

1. Pro-poor (alignments to poverty reduction).

Pro-poor approaches through social and economic empowerment of marine and fisheries businesses.

2. Pro job (siding with the increase in labor)

Pro-job approach is done by optimizing the potential of aquaculture that has not been explored to reduce the national unemployment rate. Efforts to create jobs coupled with support capital development and business certainty .



4. Pro-growth approach taken to realize the sector's growth fisheries as a pillar of national economic security through transformation of economic actors marine and fisheries, subsistence economy of actors into modern businesses, through various support infrastructure development, industrialization and modernization .

5. Pro sustainability (alignments to the environment)

Pro -sustainability approach is done through the recovery and preservation of the marine environment, coastal areas and small islands.

6. Pro Environment (alignments to recovery/sustainable)

Pro -environment approach through mitigation and adaptation to climate change. SWOT analysis is based on the assumption that an effective strategy is to maximize the strengths (Strengths) and opportunities (Opportunities), and minimize your weaknesses (Weaknesses) and threats (Threats). Environmental analysis is the initial process in the management strategy, including internal and external environmental analysis. Internal factor analysis aims to determine the strengths and weaknesses while the external factor analysis aims to identify opportunities and threats to the business development of the fisheries sector value added in Meranti Islands Regency .

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From the results of this study concluded that the condition of aquaculture (mariculture) in stocks beehive village dominated by farming barramundi (*Lates calcarifer*) is the group of farmer (KONSIP). Production time White Snapper Fish farming (*Lates calcarifer*) is 6-7 months, in production 1 tail snapper weighing 1 kg - 0.7 kg. White Snapper Fish Production (*Lates calcarifer*) the average farmer floating cages Sialang Pasung village was 8687.2 Kg / harvest .

Based on the analysis of macro- economics, fisheries sector is a base that had a major impact on the economy Meranti Islands Regency This is indicated by the value of LQ > 1 over the last 3 years and Meranti Islands Regency fishery so that this sector deserves to be developed into the backbone of the regional economy. This is in line with the development priorities of the analysis results with the results of analysis of the field of marine fisheries in the marine sector is the sector with the most potential to be developed. Therefore, the need to set a policy in developing products / sectors in the district leading to prosper .

Internal factors in the development of marine fish farming in Meranti Islands Regency is the human resources in the productive age, improvement of aquaculture production, raw material obtained from his own business, Government Policy. External environment is for the market and economy.

Suggestion

Government needs to set the level of business development of aquaculture of marine fish that can be sustained continuously and generate maximum economic rent. Fisheries stakeholders (government, private sector, financial institutions) need to participate in developing marine aquaculture business through the provision of investment for infrastructure and facilities in order to achieve optimization of fisheries and welfare.

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