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Analysis of the Potential of Fishermen's Communities in Increasing Income In Payangan, Sumberejo Village, Ambulu District, Jember Regency

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ABSTRACT

Seeing the importance of the role of industry in influencing economic growth, Sukirno (2006) revealed that in order for developing countries to escape the cycle of poverty they face, it is necessary to carry out a balanced development program, namely at the same time investment is carried out in various industries that have linkages. In this way the market area can be enlarged, because the employment opportunities and people's income obtained by various industries will create demand for goods produced by several industries that are built. Industrial development will create a market for the developed industry. So in the development of the economy in this modern era, industry has a very important role in the industrial sector. Marine products, especially fish, are potential raw materials as a source of nutrients, especially protein and fat. Processing of marine products can help fishermen to increase added value, compared to selling them in fresh form. Types of processed seafood using simple labor and relatively low capital are dried fish, salted fish, pindang fish, meatballs and fish crackers (Hotman, 2008: 49). Increased production and good results depend on production factors that affect fish production. The sea as the main production factor, in addition to other production factors such as motor boats, fishing gear and so on, greatly influences fish production for fishermen. than when sold in fresh form. Types of processed seafood using simple labor and relatively low capital are dried fish, salted fish, pindang fish, meatballs and fish crackers (Hotman, 2008: 49). Increased production and good results depend on production factors that affect fish production. The sea as the main production factor, in addition to other production factors such as motor boats, fishing gear and so on, greatly influences fish production for fishermen. than when sold in fresh form. Types of processed seafood using simple labor and relatively low capital are dried fish, salted fish, pindang fish, meatballs and fish crackers (Hotman, 2008: 49). Increased production and good results depend on production factors that affect fish production. The sea as the main production factor, in addition to other production factors such as motor boats, fishing gear and so on, greatly influences fish production for fishermen.
Keywords: Strategy; Marketing, Fishermen, seafood

INTRODUCTION

Indonesia is the largest archipelagic country in the world consisting of 17,508 islands, spread from Sabang to Merauke. The combination of natural and biological resources and their different places of life, grows various ecosystems in them (Shendang, 2002). In Indonesia's development, a fishery development policy has been established, in which in fishery development the people get the top priority. This is based on the fact that approximately 90% of fisheries in Indonesia are people's fisheries. So that this potential must be utilized optimally and sustainably, this is a joint responsibility of the government, community and entrepreneurs in order to increase people's income and state revenues that lead to prosperity. people.

Payangan Watu Ulo Beach is one of the beaches in Jember Regency which has quite good potential in the fisheries sector. This is marked by the existence of a Fish Auction Place (TPI). Ambulu District is an area that has several natural and tourism potentials that fishermen families should be able to use to serve as additional family income, but people do not understand how to use or process natural resources. existing resources so that they can be utilized optimally without any exploitation of the natural surroundings.

This needs to be done to increase the selling value of the processing industry itself. This development is the responsibility of the government, economic actors, catalysts, facilitators and financial institutions.

Table 1.1 Table of Marine Product Processing Industry Groups

No	Category	Description
1	Investment Industry	Fish and other aquatic biota such as: boiled tuna, boiled milkfish and the like.
2	Drying/ Salting Industry	Fish and other aquatic biota such as: salted anchovies, salted shrimp, salted squid and the like.
3	Fumigation Industry	Fish and other aquatic biota such as: smoked milkfish, smoked calamari and the like.
4	Preservation Processing Industry	Fish and other aquatic biota such as shrimp paste, petis and the like.
5	Other Processing Industry	Fish and other aquatic biota such as: fish floss, fish crackers and the like.

(Source: Ministry of Industry, 2019)

Seeing from various sides fish processing income and fish processing production results of fishing communities, it is necessary to develop a strategy related to improving the performance of fishing communities in fish processing. The strategy needed is also based on what are the strengths and opportunities they have as well as the weaknesses and threats that exist in fishery processing by fishing communities in WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency.

The main issues raised are:

1. How is the potential of fishing communities in processing marine products in terms of strengths and weaknesses in WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency?
2. How is the potential of fishing communities in processing marine products in terms of opportunities and threats in WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency?
3. What is the strategy for developing the seafood processing industry in WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency?

While the objectives of this study are:

1. To find out the potential of fishing communities in processing marine products in terms of strengths and weaknesses, processing of marine productsin WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency".
2. To find out the potential of fishing communities in terms of threats and strategies for developing marine product processing in WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency.

RESULT AND DISCUSSION

Location and State of the Territory

Sumberejo is one of the villages in Ambulu District, Jember Regency, which is located in a coastal area. Watu Ulo has an area the size of Sumberrejo Village, with an area of 1,871 Ha. Sumberrejo Village, has an area of 1,871 Ha, its territorial boundaries can be seen in table 2.1.

Table 2.1 Regional Boundaries of Sumberejo Village

Territorial Boundaries	Puger Kulon Village
North	Sabrang Village
South side	mayang river
West Side	Indonesian Ocean
East	Lojejer Village

Source: Sumberejo Village Government Profile, 2020

Sumberejo Village is included in the lowlands with a height of five meters above sea level. Sumberejo village has medium soil fertility of ± 80 Ha and ± 2 Ha of infertile soil, the amount of rainfall is 192 mm²/year and the average rainfall is 19 mm. The distance from Sumberejo to the district capital of Jember is ± 40 km and takes about 1 hour. While the distance from the Village. Sumberejo to East Java Province ± 237 km. Adequate facilities and infrastructure plus asphalt roads that facilitate land transportation routes.

Human Resources

Sumberejo Village has 6 hamlets consisting of 19 RWs and 59 RWs. The population according to BPS 2020 for Sumberejo Village is 16,412 people including 8,287 men and 8,125 women with a sex ratio of 102.12. The population of Sumberejo Village in 2019 was 16,345 people and in 2020 there were 16,412 people, an increase from the previous year of 67 people.

Table 2.2 Total Population by Gender 2020

No	Gender	Amount (Soul)
1	Man	8,287
2	Woman	8.125
Total		16,412

Source: Sumberejo Village Government Profile, 2020

An overview of the education level of the population in Sumberejo Village, Ambulu District, Jember Regency in Table 2.3. The Education Level of the Population as follows:

Table 2.3 Population Education Level

No.	Level of education	Amount (Soul)
1	Residents who have not completed elementary school/equivalent	2,381
2	Residents graduated from elementary school/equivalent	5.308
3	Residents graduated from junior high school/equivalent	2,598
4	Residents graduated from high school/equivalent	1,524
5	Residents completed D-1 and D-2	48
6	Residents graduated D-3	29
7	Residents graduated D-4 and S-1	180
8	Residents graduated from S-2	3

Source: Profile Pegoverning Sumberejo Village, 2020

2.3 Livelihoods of the Population

Sumberejo Village, Ambulu Subdistrict, Jember Regency earn a living as fishermen and traders compared to other sectors. To see the population classification based on pework is in table 2.4

Table 2.4 People's Livelihoods

No.	Work	Amount (Soul)
1	Fisherman	4,784
2	Farmer	1.207

3	Self-employed	1,568
4	civil servant	141
5	Private	1,124

Source: Sumberejo Village Government Profile, 2020

2.4 Natural Resources

Sumberejo Village, Ambulu District, Jember Regency is a coastal village whose main natural resource is the sea. Fishery catches can be seen in table 2.5, including the following:

Table 2.5 Catch or Fishery Harvest

No.	Fisheries Types	Catch / Harvest	
		Production (tonne/year)	Production Value (Rupiah)
1	Cob	530	26,500,000
2	mackerel	150	7,500,000
3	snapper	50	2,500,000
4	Manyung	250	3,000,000
5	Clams/Similar	0	0
6	Seaweed	0	0
7	Squid	2	160,000,000
8	Tripang	0	0
9	Shrimp	0	0
10	Etc	0	0

Source: Bps Jember Regency, 2019

Industrial Development Strategy Process

- **Internal Environment**

  The internal environment is the environment that exists in the industry directly or indirectly that influences industrial activity, giving rise to the strengths and weaknesses of the industry. Strategic factors in the internal environment identify the strengths and weaknesses of the marine product processing industry, including:

  a. Human Resources

     One of the determining factors for industrial success is human beings, who make a major contribution from an industry or become the spearhead for an industry's success compared to other factors such as capital or inventory of products. The quality of human resources will affect the decisions and policies taken in a business.

  b. Production or Operations

     Production/Operations are actors that are directly related to the marine product processing industry and influence industrial strength.

  c. Marketing

     Marketing is a system of interconnected activities aimed at planning, determining prices, promoting products to buyers or consumers. In carrying out industrial activities in order to achieve an industrial goal, namely profit and welfare, the implementation needs support from good marketing.

In this case the indicators that need to be considered include:

a. Product

Products produced by the seafood processing industry include the boiled fish industry, the salted fish industry, the paste industry, the shrimp paste industry and the cracker industry.

b. Price

The better the raw materials used, the higher the quality of the product produced, the price also adjusts. In addition, the price is influenced by whether or not the basic raw materials for the product are obtained and the amount of basic raw materials originating from the sea.

c. Distribution channel

The development of an industry can be seen in terms of good marketing. In each marine product processing industry in Sumberejo Village, Ambulu District, Jember Regency, there are differences in distribution channels, while the distribution channels for each industry include:

- Pindang Fish Industry

The distribution of pindang fish industry is carried out independently by delivering directly to consumers or traders in the market according to the orders requested.

- Salted Fish Industry

This industry distributes directly to the Payangan market, TPI and also consumers can buy directly at the drying/salting industrial processing plant. If the distribution outside the area usually does the sales, not from the salted fish industry.

- Pets Industry

Preservation processing industry, namely petis. The distribution of this industry outside the region is carried out by sending it to the markets it wants to enter, but more often it is the Jember market. The rest of the consumers or sales come to the place of production themselves or come to the market and TPI.

- Terasi Industry

Preservation processing industry namely shrimp paste. The distribution of this industry outside the region is carried out by sending it to the markets it wants to enter, but more often it is the Jember market. The rest of the consumers or sales come to the place of production themselves or come to the market and TPI.

- Shrimp Cracker Industry

Other processing industries, namely prawn crackers and the like. This industry utilizes mobile product distributors, they usually call sales to make distribution.

d. Sales Promotion and Advertising

Industrial marketing activities need promotional activities, but most industries in Sumberejo Village, especially small industries, do not carry out promotions optimally. The technique used for marketing in Sumberejo Village is quite simple, namely opening a trading kiosk at TPI (Fish Auction Place) Puger and some selling their products at home because they have regular customers. An industry that chooses to actively market its products outside the region, such as Lumajang, Banyuangi and Bondowoso.

e. Market segmentation

Market segmentation is an activity of grouping consumers in the market in Sumberejo Village which does not have a specific market segmentation, therefore the products produced by the industry are liked by all types of people.

2.5 External Environment

The external environment is the environment that is outside the industry directly or indirectly and influences industrial activities, giving rise to opportunities and threats. Strategic factors in the external environment identify opportunities and threats for the marine product processing industry, including:

1. Market Conditions
2. Competition
3. Supplier
   The raw materials used for the marine product processing industry are fish, shrimp and the like. Raw materials provided by suppliers
4. cranky

5 Weather

6 Government

7. Technology

Application of the IFAS (Internal Strategic Factor Summary) Method

The method used to analyze internal factors in terms of Strengths and Weaknesses. This method summarizes the overall process of identifying and evaluating the strengths and weaknesses that will affect the existence of the industry. The following is the IFAS method for the pindang fish industry, the salted fish industry, the paste industry, the shrimp paste industry and the prawn cracker industry, among others:

1. Pindang Fish Industry

a. The strength of the boiled fish industry
   1) The distribution channel is done well with a weight of 0.081 with a branch of 4 because the distribution has a positive influence.
   2) Product quality has a weight of 0.078 with a branch of 4 because the product has high quality, it will lead to customer satisfaction.
   3) The price of the product has a weight of 0.075 with a branch of 3 because it will influence the consumer's decision to buy the product.
   4) Available raw materials have a weight of 0.072 with a branch of 3 because raw materials are needed to produce each production.
   5) Product processing has a weight of 0.075 with a branch of 4 because product processing makes it easy for the industry to make its products at any time
   6) Industrial locations close to the main raw material suppliers have a weight of 0.081 with a branch of 4
   7) The amount of product inventory in accordance with consumer demand has a weight of 0.078 with a branch of 4 .
   8) The industry requires a large number of workers with a weight of 0.081 with a branch of 4 due to the large number of workers.

c. The weakness of the pindang fish industry
   1) The education level of the workforce is relatively low with a weight of 0.078 with a branch of 2
   2) Simple technology has a weight of 0.078 with a branch of 2
   3) The main raw material (fish) which spoils quickly or smells has a weight of 0.078 with 2 twigs
   4) Sales promotions that are carried out less than the maximum have a weight of 0.069 with a branch of 1
   5) Labor wages have a weight of 0.075 with a branch of 1

2. Salted Fish Industry

a. The strength of the salted fish industry
   1) The resulting salted fish product is durable and has a weight of 0.094 with 4 twigs
   2) The price of the product according to the quality and type of product has a weight of 0.089 with a branch of 4.
   3) Raw materials that are available throughout the year and easy to obtain, namely fish weighing 0.089 with 4 twigs
   4) Easy product processing has a weight of 0.084 with 4 twigs

5) Industrial location close to the main raw material supplier has a weight of 0.094 with a rating of 4 .
6) The amount of product inventory in accordance with consumer demand has a weight of 0.094 with a branch of 3

b. The weakness of the salted fish industry
1) The education level of the workforce is relatively low, with a weight of 0.084 with a branch of 1 which will affect the performance abilities of industrial employees.
2) Simple technology has a weight of 0.089 with branches 2, this will affect sales.
3) The product has not been properly packaged, weight 0.089 with 1 branch
4) Sales promotions that are carried out less than the maximum have a weight of 0.099 with a branch of 2
5) Labor wages according to the UMR (Regional Minimum Wage) have a weight of 0.094 with a branch of 2.

3. Pets Industry

a. The strength of the petis industry
1) The resulting petis product lasts ± 3 months and has a weight of 0.092 with 4 twigs
2) The price of the product according to the quality and type of product has a weight of 0.087 with a branch of 4
3) Raw materials that are available throughout the year and easy to obtain, namely fish with a weight of 0.097 with 3 twigs
4) Easy product processing has a weight of 0.083 with a branch of 4 .
5) The technology is simple so that it is easy to control, it has a weight of 0.092 with 4 twigs
6) Industrial location close to the main raw material supplier has a weight of 0.087 with a rating of 3
7) The amount of product inventory in accordance with consumer demand has a weight of 0.097 with a branch of 4

b. The weakness of the petis industry

1) The education level of the workforce is relatively low, with a weight of 0.092 with a branch of 1
2) Simple technology has a weight of 0.087 with a branch of 2 which will affect sales.
3) Sales promotions that are carried out less than the maximum have a weight of 0.092 with a branch of 2
4) Labor wages according to the UMR (Regional Minimum Wage) have a weight of 0.092 with branch 1 because an appropriate wage will increase employee performance.

4. The shrimp paste industry

a. The strength of the shrimp paste industry
1) The resulting shrimp paste products last longer than 6 monthshas a weight of 0.090 with 4 twigs
2) The desired product quality according to market needs has a weight of 0.079 with a branch of 4
3) The price of the product according to the quality and type of product has a weight of 0.085 with a branch of 3
4) Raw materials that are available throughout the year and easy to obtain, namely shrimp having a weight of 0.085 with 3 twigs
5) Easy product processing has a weight of 0.085 with 4 twigs
6) A simple technology that makes it easy to control to maintain product quality has a weight of 0.085 with 4 twigs
7) Industrial location close to the main raw material supplier has a weight of 0.090 with a rating of 3 .
8) The amount of product inventory in accordance with consumer demand has a weight of 0.079 with a branch of 4

b. The weakness of the shrimp paste industry
1) The educational level of the workforce is relatively low, with a weight of 0.085 with a branch of 1.
2) Simple technology has a weight of 0.068 with a branch of 2 .
3) Sales promotions that are carried out less than optimally have a weight of 0.079 with a branch of 2 .
4) Labor wages according to the UMR (Regional Minimum Wage) have a weight of 0.090 with a branch of 1.

5. Shrimp cracker industry

Some of the strengths and weaknesses as well as the IFAS matrix of the shrimp cracker industry are as follows:

a. The strength of the prawn cracker industry
1) The long-lasting prawn cracker product has a weight of 0.094 with 4 twigs

2) The desired product quality according to market needs has a weight of 0.082 with a branch of 4
3) The price of the product according to the quality and type of product has a weight of 0.094 with a branch of 3
4) Raw materials that are available throughout the year and easy to obtain, namely shrimp having a weight of 0.094 with 3 twigs
5) Easy product processing has a weight of 0.094 with 4 twigs
6) Industrial location close to the main raw material supplier has a weight of 0.094 with a rating of 3 .
7) The amount of product inventory in accordance with consumer demand has a weight of 0.088 with a branch of 4 .

b. The weakness of the prawn cracker industry

1) The education level of the workforce is relatively low, has a weight of 0.088 with a branch of 1.
2) Simple technology has a weight of 0.088 with a branch of 2
3) Sales promotions that are carried out less than optimally have a weight of 0.094 with a branch of 2 .
4) Labor wages according to the UMR (Regional Minimum Wage) have a weight of 0.088 with a branch of 1.

Application of the EFAS (External Strategic Factor Summary) Method

The EFAS method is used to analyze external factors in the opportunity framework (*opportunity*) and threats (Treath). This method summarizes the overall process of identifying and evaluating opportunities and threats that can affect the existence of an industry. The following is the EFAS method for the drying industry, drying/salting industry, smoking industry, pickling processing industry and other processing industries, among others:

1. Pindang Fish Industry

Some of the opportunities and threats as well as the EFAS matrix of the pindang fish industry are as follows:

a. Pindang fish industry opportunities

The large number and population growth can increase the number of consumers and the level of sales has a weight of 0.110

1) with branch 4 because of the increase in population, there are opportunities for increasing community needs and increasing consumers.
2) Customer loyalty will increase the number of sales with a weight of 0.119 with branch 4 because it makes it easier for companies to maintain the number of consumers.
3) Consumers who make purchases come from various levels of age, economy and type of work called market control, which has a weight of 0.114 with a rating of 3.
4) Adequate transportation facilities and infrastructure have 0.114 weight 4 with a rating of 3 .
5) Some types of fish can be processed into pindang with a weight of 0.110 with a rating of 3.

2. Salted Fish Industry

Some of the opportunities and threats as well as the EFAS matrix owned by the drying/salting industry are as follows:

a. Salted fish industry opportunities

1) The large number and population growth can increase the number of consumers and the level of sales has a weight of 0.150 with a branch of 4
2) Customer loyalty will increase the number of sales with a weight of 0.143 with a rating of 3.
3) Facilities and infrastructure have 0.143 weight 4
4) Similar industries in one region have a weight of 0.135 with a rating of 3 .

b. The threat of the salted fish industry

1) Unclean environmental conditions have a weight of 0.135 with a rating of 2 which can influence consumer decisions to come see or buy.
2) Lack of government and community support has a positive effect on sales with a weight of 0.150 with a rating of 1
3) Similar industries from outside Puger Kulon Village, Puger District, Jember Regency have a weight of 0.143 with a rating of 2.

3. The box industry

Some of the opportunities and threats as well as the EFAS matrix owned by the petite industry are as follows:

a. Pet industry opportunities

1) The resulting product has a unique taste with a weight of 0.134 with a rating of 4 .
2) Consumers who make purchases come from various levels of age, economy and type of work called market control, which has a weight of 0.134 with a rating of 3.
3) Adequate transportation facilities and infrastructure have 0.157 weight 4 with a rating of 3.
4) Similar industries in one Puger Kulon village have a weight of 0.150 with a rating of 3.

b. The threat of the petite industry

1) Unclean environmental conditions have a weight of 0.134 with a rating of 2 .
2) Lack of government and community support has a positive effect on sales with a weight of 0.134 with a rating of 1 .
3) Similar industries from outside Sumberejo Village, Ambulu District, Jember Regency have a weight of 0.157 with a rating of 2.

4. The shrimp paste industry

Some of the opportunities and threats as well as the EFAS matrix of the shrimp paste industry are as follows:

a. The opportunity for the shrimp paste industry
   1) The resulting product has a unique taste has a weight of 0.105 with a rating of 4 because consumers like the product.
   2) Customer loyalty will increase the number of sales with a weight of 0.120 with a rating of 4
   3) Consumers who make purchases come from various levels of age, economy and type of work called market control, which has a weight of 0.105 with a rating of 3.
   4) Adequate facilities and infrastructure have 0.120 weight 4 with a rating of 3 .
   5) Similar industries in one Puger Kulon village have a weight of 0.113 with a rating of 3.
b. The threat of the shrimp paste industry
   1) Shrimp raw materials, the number of catches from uncertain fishermen has a weight of 0.098 with a rating of 1.
   2) Unclean environmental conditions have a weight of 0.105 with a rating of 2.
   3) The lack of government and community support has a positive effect on sales with a weight of 0.113 with a rating of 2.
   4) Similar industries from outside Puger Kulon Village, Puger District, Jember Regency have a weight of 0.120 with a rating of 2.

5. Shrimp cracker industry

Some of the opportunities and threats as well as the EFAS matrix of the shrimp cracker industry are as follows:

a. Prawn cracker industry opportunities
   1) The large number and population growth can increase the number of consumers and the level of sales has a weight of 0.102 with a branch of 4 .
   2) Customer loyalty will increase the number of sales with a weight of 0.118 with a rating of 4.
   3) Consumers who make purchases come from various levels of age, economy and type of work called market control, which has a weight of 0.110 with a rating of 4.
   4) Adequate facilities and infrastructure have 0.110 weight 3 with a rating of 3 .
   5) Similar industries in one Puger Kulon village have a weight of 0.110 with a rating of 3.
b. The threat of the prawn cracker industry
   1) Changes in flour prices will affect the amount of profit having a weight of 0.110 with a rating of 2.
   2) Unclean environmental conditions have a weight of 0.118 with a rating of 2 .
   3) Lack of government and community support has a positive effect on sales with a weight of 0.110 with a rating of 1 .
   4) Similar industries from outside Puger Kulon Village, Puger District, Jember Regency have a weight of 0.110 with a rating of 2.

1.6 IFAS and EFAS Matrix

The general electric matrix consists of nine cells which are divided into three parts, namely the three cells on the left indicate the Strategic Business Unit (SBU) in which the industry must invest or grow. Meanwhile, the left-lower-upper-right diagonal cells indicate SBUs that are currently attractive and must be careful in strategic planning. The three lower right cells show SBU has low attractiveness, so the industry must think about how an industry will develop. The general electrical matrix aims to identify nine industrial strategy cells. Of the nine cells are grouped into three main strategies. The following is a General Electrical Matrix for each industry

1. Pindang Fish Industry

Based on the IFAS matrix a total score of 2.951 and the EFAS matrix a total score of 2.703 if mapped in the general electric matrix on IFAS the value is 1.00 from right to left with the last value 4.00 and the EFAS value is 1.00 from the bottom left up with a final score of 4.00 then you will get a meeting point at the top right cell V position. This position shows that the boiled fish industry in Sumberejo Village, Ambulu District, Jember Regency is on a growth strategy. This strategy is designed to aim at achieving a growth, in sales, assets and profits. This can be achieved by lowering prices, increasing product quality, developing new products and increasing access to a wider market.

Internal Factor Total Score

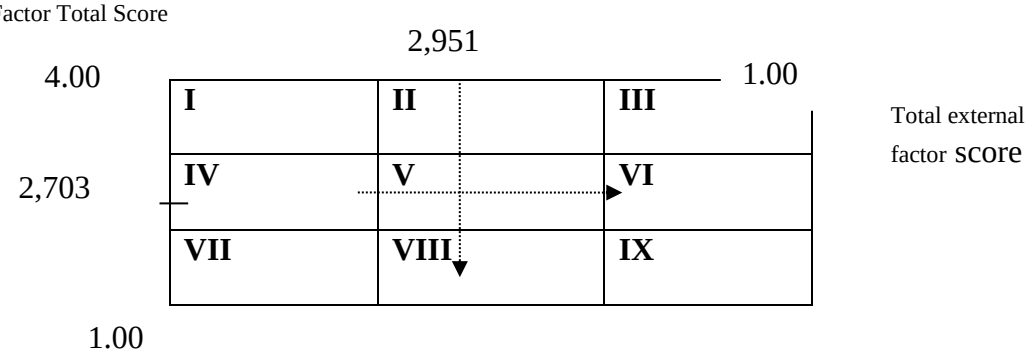


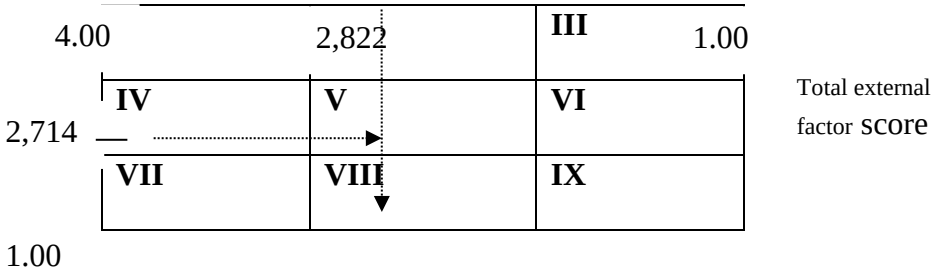
Figure 2.1 Matric General Electric Pindang Industry

1. Salted Fish Industry

Based on the IFAS matrix a total score of 2.822 and the EFAS matrix a total score of 2.714 if mapped in the general electric matrix on IFAS the value is 1.00 from right to left with the last value 4.00 and the EFAS value is 1.00 from the bottom left up with a final score of 4.00 then you will get a meeting point at the top right cell V position. This position shows that the boiled fish industry in Sumberejo Village, Ambulu District, Jember Regency is on a growth strategy. This strategy is designed to aim at achieving a growth, in sales, assets and profits. This can be achieved by lowering prices, increasing product quality, developing new products and increasing access to a wider market.

Figure 2.2 Matrix of General Electric Salted Fish Industry

Internal Factor Total Score



1. Pets Industry

Based on the IFAS matrix a total score of 2.903 and the EFAS matrix a total score of 2.732 if mapped in the general electric matrix on IFAS the value is 1.00 from right to left with the last value 4.00 and the EFAS value is 1.00 from the bottom left up with a final score of 4.00 then you will get a meeting point at the top right cell V position. This position shows that the boiled fish industry in Sumberejo Village, Ambulu District, Jember Regency is on a growth strategy. This strategy is designed to aim at achieving a growth, in sales, assets and profits. This can be achieved by lowering prices, increasing product quality, developing new products and increasing access to a wider market.

Internal Factor Total Score

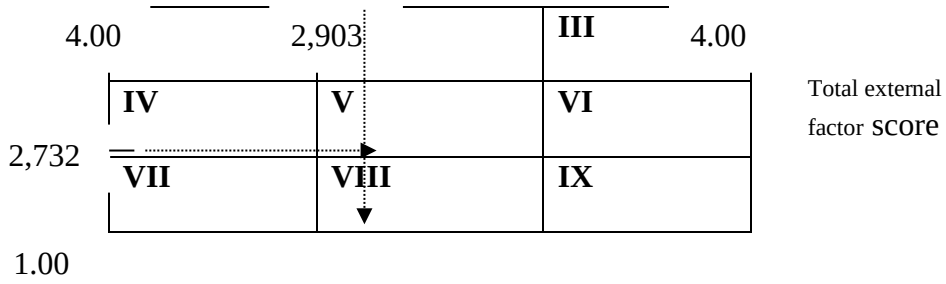


Figure 2.3 Matrix of General Electric Petis Industry

1. Terasi Industry

Based on the IFAS matrix a total score of 2.921 and the EFAS matrix a total score of 2.812 if mapped in the general electric matrix on IFAS the value is 1.00 from right to left with the last value 4.00 and the EFAS value is 1.00 from the bottom left up with a final score of 4.00 then you will get a meeting point at the top right cell V position. This position shows that the boiled fish industry in Sumberejo Village, Ambulur District, Jember Regency is on a growth strategy. This strategy is designed to aim at achieving a growth, in sales, assets and profits. This can be achieved by lowering prices, increasing product quality, developing new products and increasing access to a wider market.

Internal Factor Total Score

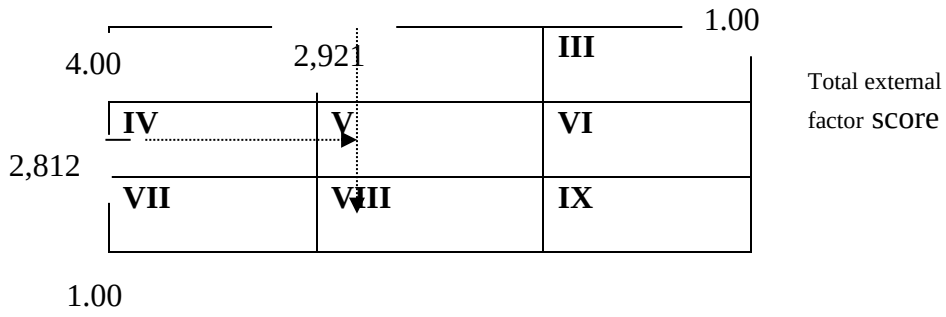


Figure 2.4 Matrix General Electric Shrimp Paste Industry

1. Cracker Industry

Based on the IFAS matrix a total score of 2.824 and the EFAS matrix a total score of 2.772 if mapped in the general electric matrix on IFAS the value is 1.00 from right to left with the last value 4.00 and the EFAS value is 1.00 from the bottom left up with a final score of 4.00 then you will get a meeting point at the top right cell V position. This position shows that the pindang fish industry in Sunberejo Village, Ambulu District, Jember Regency is on a growth strategy. This strategy is designed to aim at achieving a growth, in sales, assets and profits. This can be achieved by lowering prices, increasing product quality, developing new products and increasing access to a wider market.

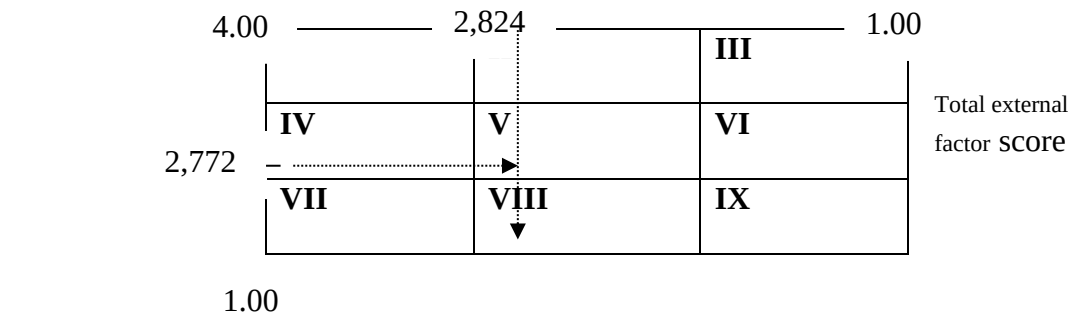


Figure 2.5 Matrix of General Electric Crackers Industry

SWOT Matrix

SWOT matrix is a tool used to measure the company's strategic factors. This matrix can clearly describe strengths and weaknesses as well as opportunities and threats. The SWOT matrix for the fishing community group in the marine product processing industry includes the pindang fish industry, the salted fish industry, the paste industry, the shrimp paste industry and the prawn cracker industry. This matrix can produce four possible alternative strategy cells which can be seen in the table below:

1. Pindang Fish Industry

Table 2.16 SWOT Matrix for Pindang Fish Industry

IFAS / efas	POWER(S)	WEAKNESSES (W)
	1. Distribution channel 2. Product quality 3. Product price 4. Raw materials available 5. Easy product manager 6. Location 7. Product inventory 8. Labor requirements	1. Education level is relatively low 2. Simple technology does not guarantee product hygiene 3. Raw materials spoil quickly 4. Sales promotion 5. Employee wages
OPPORTUNITY (O) 1. Number and population growth 2. Customer loyalty 3. Market control 4. Facilities and infrastructure 5. Some types of fish can be processed into pindang fish	**STRATEGY (SO)** 1. Labeling or branding on the product 2. Expansion of market network 3. Creating new products	**STRATEGY (WO)** 1. HR capability development 2. Employee wages increased 3. Strengthening quality by setting product standards 4. Creating new products
THREAT (T) 1. Seasonal ingredients 2. Environmental conditions 3. Government support 4. Similar industries outside Sumberejo Village, Ambulu District, Jember Regency	**STRATEGY (ST)** 1. Creating new products 2. Strengthening quality and determining product standards 3. Creating a clean, orderly, safe environment will increase the number of consumers who come	**STRATEGY (WT)** 1. Optimizing promotions that can work with the agency 2. HR capability development

2. Salted Fish Industry

Table 2.17 Salted Fish Industry SWOT Matrix

IFAS / efas	POWER(S)	WEAKNESSES (W)
	1. Long lasting product 2. Product price 3. Raw materials available 4. Easy product manager 5. Location 6. Product inventory	1. Education level is relatively low 2. Simple technology does not guarantee product hygiene 3. Raw materials spoil quickly 4. Sales promotion 5. Employee wages
OPPORTUNITY (O) 1. Number and population growth 2. Customer loyalty 3. Market control 4. Facilities and infrastructure 5. Similar industries in one area	**STRATEGY (SO)** 1. Labeling or branding on the product 2. Expansion of market network 3. Develop product variants	**STRATEGY (WO)** 1. HR capability development 2. Employee wages increased 3. Strengthening quality by setting product standards
THREAT (T) 1. Environmental conditions 2. Government support 3. Similar industries outside Sumberejo Village, Ambulu District, Jember Regency	**STRATEGY (ST)** 1. Strengthening quality and determining product standards 2. Creating a clean, orderly, safe environment will increase the number of consumers who come	**STRATEGY (WT)** 1. Increasing employee wages which aims to improve employee welfare so as to increase employee loyalty. 2. Promotion optimization

3. Pets Industry

Table 2.18 The Petis Industry SWOT Matrix

IFAS / efas	POWER(S)	WEAKNESSES (W)
	1. Simple technology easy to control product quality 2. Product price 3. Raw materials available 4. Easy product manager 5. Location 6. Product inventory	1. Education level is relatively low 2. Simple technology does not guarantee product hygiene 3. Employee wages
OPPORTUNITY (O) 1. Has a unique taste 2. Market control 3. Facilities and infrastructure 4. Some types of fish can be processed into pindang fish	**STRATEGY (SO)** 1. Labeling or branding on the product 2. Expansion of market network 3. Creating new products	**STRATEGY (WO)** 1. HR capability development 2. Employee wages increased Strengthening 3. Strengthening quality by setting product standards
THREAT (T) 1. Environmental conditions 2. Government support 3. Similar industries outside Sumberejo Village, Ambulu District, Jember Regency	**STRATEGY (ST)** 1. Improving the quality of human resources 2. Strengthening quality and determining product standards 3. Creating a clean, orderly, safe environment will increase the number of consumers who come	**STRATEGY (WT)** 1. Increasing employee wages which aims to improve employee welfare so as to increase employee loyalty. 2. Promotion optimization

4. Terasi Industry

Table 2.19 Matrix of Shrimp Paste Industry SWOT

IFAS / efas	POWER(S)	WEAKNESSES (W)
	1. Products last more than 6 months 2. Product quality 3. Product price 4. Raw materials available 5. Easy product manager 6. Simple technology is easy to control to maintain product quality 7. Location 8. Product inventory	1. Education level is relatively low 2. Simple technology does not guarantee product hygiene 3. Sales promotion 4. Employee wages
OPPORTUNITY (O) 1. Has a unique taste 2. Customer loyalty 3. Market control 4. Facilities and infrastructure 5. Similar industries in one area	**STRATEGY (SO)** 1. Labeling or branding on the product 2. Expansion of market network 3. Creating new products	**STRATEGY (WO)** 1. HR capability development 2. Employee wages increased 3. Strengthening quality by setting product standards
THREAT (T) 1. Seasonal shrimp ingredients 2. Environmental conditions 3. Government support 4. Similar industries outside Sumberejo Village, Ambulu District, Jember Regency	**STRATEGY (ST)** 1. Strengthening quality and determining product standards 2. Creating a clean, orderly, safe environment will increase the number of consumers who come	**STRATEGY (WT)** 1. Optimizing promotions that can work with related agencies 2. HR capability development

5. Shrimp Cracker Industry

Table 2.20 SWOT Matrix for Shrimp Cracker Industry

IFAS / efas	POWER(S)	WEAKNESSES (W)
	1. Long lasting product 2. Product quality 3. Product price 4. Raw materials available 5. Easy product manager 6. Location 7. Product inventory	1. Education level is relatively low 2. Simple technology does not guarantee product hygiene 3. Raw materials spoil quickly 4. Sales promotion 5. Employee wages
OPPORTUNITY (O) 1. Number and population growth 2. Customer loyalty 3. Market control 4. Facilities and infrastructure 5. Some types of fish can be processed into pindang fish	**STRATEGY (SO)** 1. Labeling or branding on the product 2. Expansion of market network	**STRATEGY (WO)** 1. HR capability development 2. Employee wages increased 3. Strengthening quality by setting product standards
THREAT (T) 1. Changes in flour prices 2. Environmental conditions 3. Government support 4. Similar industries outside Sumberejo Village, Ambulu District, Jember Regency	**STRATEGY (ST)** 1. Strengthening quality and determining product standards 2. Improving the quality of human resources 3. Creating a clean, orderly, safe environment will increase the number of consumers who come	**STRATEGY (WT)** 1. Optimizing promotions that can work with the agency 2. Increase employee wages so as to increase employee loyalty 3. HR capability development

2.7 SWOT Quadrant Diagram

The SWOT Quadrant Diagram is used to find the position of the group indicated by the point (x, y), so that the main alternative strategies that can be applied to industrial fishing community groups are obtained.ri of marine product processing in Sumberejo Village, Ambulu District, Jember Regency:

1. Pindang Fish Industry

a. Internal Analysis Coordinate

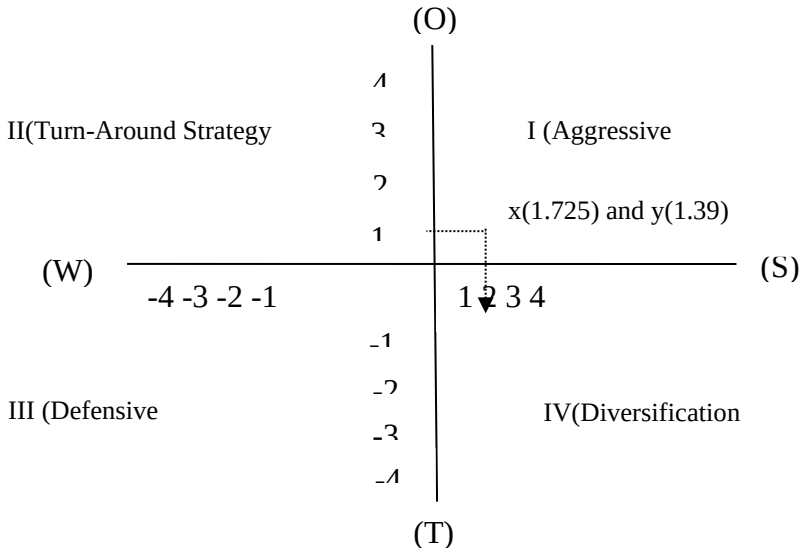
Strengths-Weaknesses = 2.338 – 0.613 = 1.725

b. External Analysis Coordinate

Chance-Threat = 2.047 – 0.657= 1.39

So the point coordinates (x,y) are located pada point x (1.725) and y (1.39)

Figure 2.6 SWOT Quadrant Diagram for Pindang Fish Industry



2. Salted Fish Industry

a. Internal Analysis Coordinate

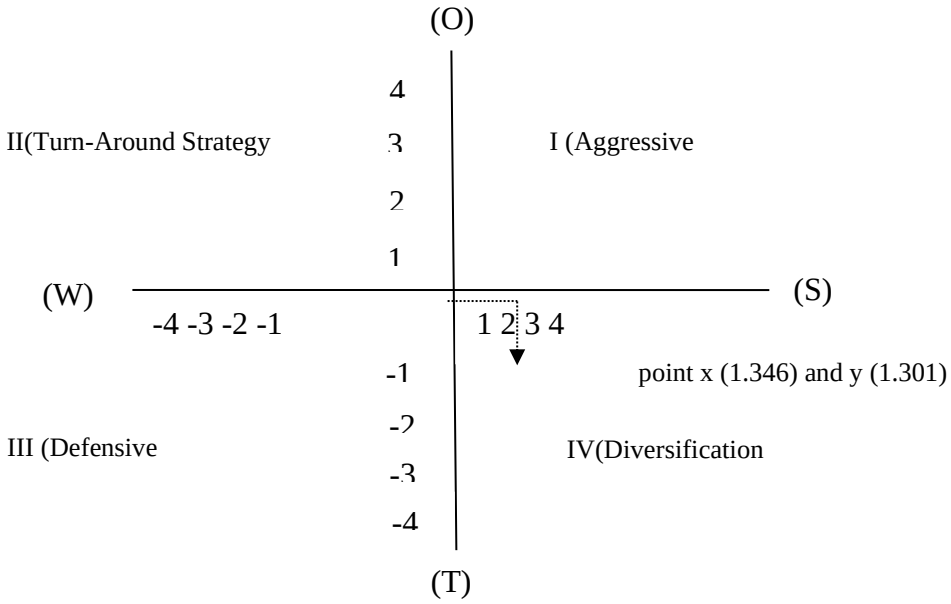
Strengths-Weaknesses = 2.084 – 0.738 = 1.346

b. External Analysis Coordinate

Chance-Threat = 2.008 – 0.707 = 1.301

So the point coordinates (x,y) are located at the point x (1.346) and y (1.301)

Figure 2.7 Salted Fish Industry SWOT Quadrant Diagram

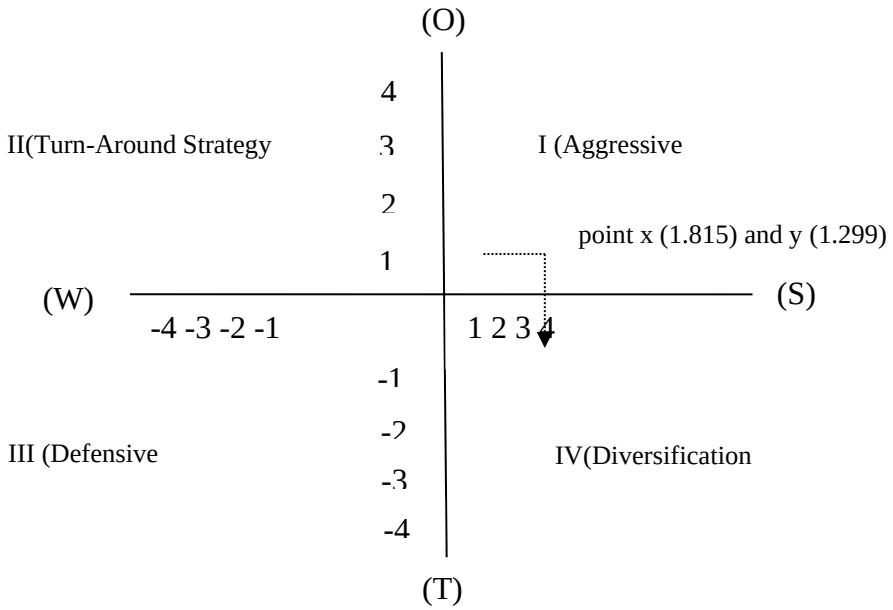


3. Pets Industry

a. Internal Analysis Coordinate
Strengths-Weaknesses = 2.359 – 0.544= 1.815

b. External Analysis Coordinate
Chance-Threat = 2.016 – 0.717= 1.299
So the point coordinates (x,y) lie in pada point x (1.815) and y (1.299)

Figure 2.8 Diagram of the Petis Industry SWOT Quadrant



4. Terasi Industry

a. Internal Analysis Coordinate

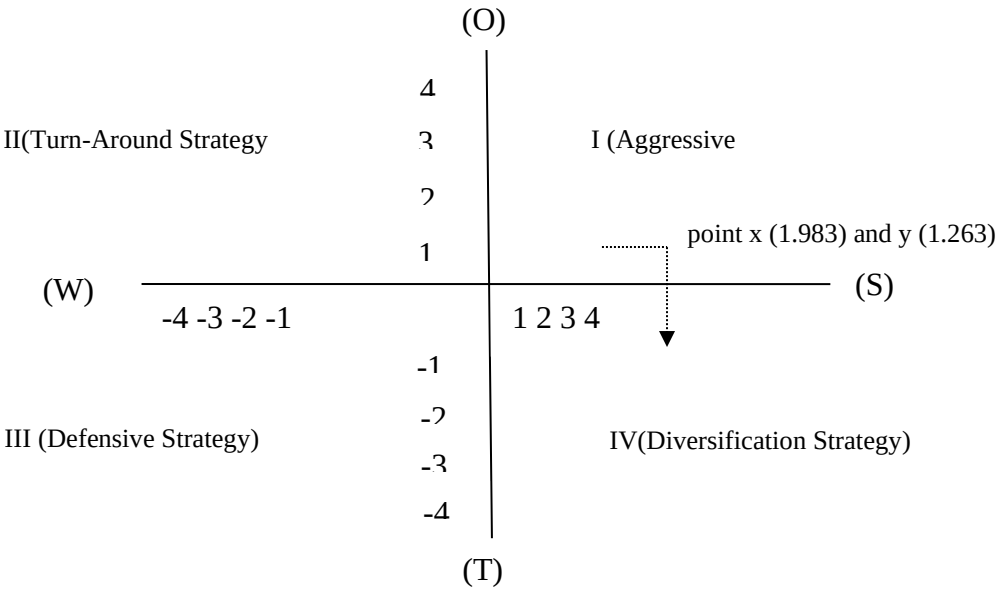
Strengths-Weaknesses = 2.452 – 0.469= 1.983

b. External Analysis Coordinate

Chances-Threats = 2.038 – 0.774= 1.263

So the point coordinates (x,y) are located at the point x (1.983) and y (1.263)

Figure 2.9 SWOT Quadrant Diagram of the Shrimp Paste Industry



5. Shrimp Cracker Industry

a. Internal Analysis Coordinate

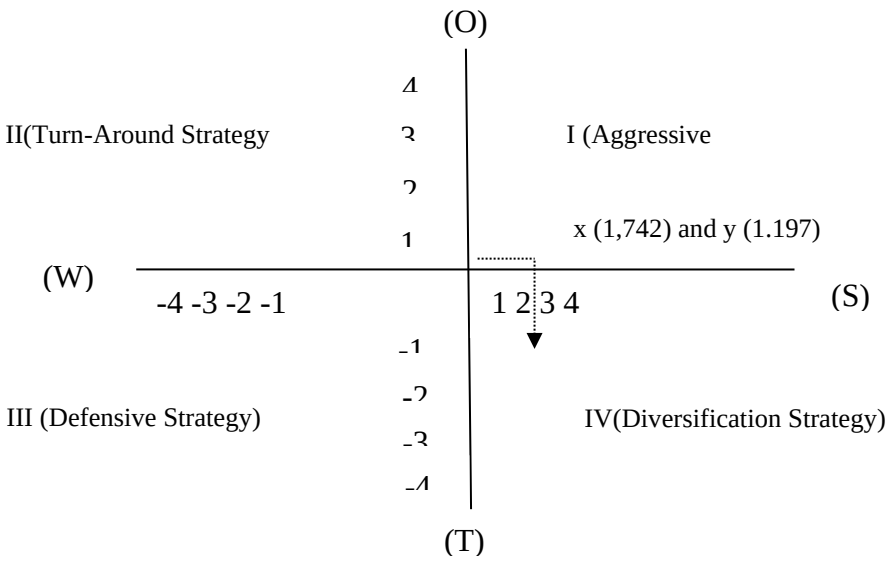
Strengths-Weaknesses =2.283 - 0.541 = 1.742

b. External Analysis Coordinate

Chances-Threats = 1.984 – 0.787= 1.197

So the point coordinates (x,y) are located at point x (1,742) and y (1.197)

Figure 2.10 SWOT Quadrant Diagram for the Shrimp Cracker Industry



CONCLUSION

The seafood processing industry in Sumberejo Village, Anbulu District, Jember Regency has the advantage of being located close to natural resources, namely the sea, so that the average production cost decreases. The unequal distribution of natural resources will cause many industries to be more interested in where the sources are rather than the market for their products. If the reduction in production costs is greater than the decrease in sales results, industry profits will increase. Likewise with the price of labor or cheap labor.

Apart from being located close to natural resources so that basic raw materials are easily met, the strength of the marine product processing industry is that the product is relatively easy enough to minimize the weaknesses of the basic raw materials which are easily damaged. Before the basic raw materials are damaged, the industry will process them into products, because it is quite easy to process these products, so the industry can directly process the basic ingredients before they are damaged. Seafood processing industry in the VillageSumberejo, Ambulu District, Jember Regency, in its processing, still uses simple technology, but does not reduce the quality of the product itself, especially the taste. With simple technology it can make it easier to control during the process, so that the resulting product is as desired. Even though the technology or tools used are still quite simple and the location is close to natural resources, the seafood processing industry in Sumberejo Village, Anbulu District, Jember Regency still has sufficient product supplies.

The seafood processing industry, on average, has regular consumers and the products it produces are liked by many groups, from children to the elderly. An opportunity that must be utilized optimally by the industryi in Sumberejo Village, Ambulu District, Jember Regency. Giving labels or brands to products so that they have names and product quality standards will increase consumer confidence in industrial products in Sumberejo Village, Ambulu District, Jember Regency and more optimal promotions will increase the number of consumers who consume industrial products thereby creating a new and well-known market network.

The government can make a policy to improve and develop the industryi in Sumberejo Village, Ambulu District, Jember Regency. Cooperatives or financial institutions formed by the government to help industries that lack capital and can be reactivated. The government can help to facilitate the process of labeling or branding, just as the government conducts outreach about the benefits, method and process of labeling or branding products so that many industries are interested in implementing it. The government must repair and maintain facilities on an ongoing basis, for example repairing markets and creating a clean environment and also increasing accessibility between regions with other regions which aims to facilitate the industry in distributing distribution.

The development of an industry in Sumberejo Village, District Ambulu Jember Regency, there will be a lot of workers who have the expertise needed in the industry. Human resources in Sumberejo Village, Anbulu District, Jember Regency are increasingly aware and motivated to improve their quality and create a workforce that has higher productivity. This will be attractive to new industries aiming for regional growth in Sumberejo Village, Ambulu District, Jember Regency. The emergence of public awareness of increased quality of self which must be balanced with the existence of a facility for the development of human resources, such as computer skills, repairing machines at a cost that is not burdensome to society.

A collaboration between industry and government as well as society, industryi in Sumberejo Village, Ambulu District, Jember Regency will grow and develop, products and locations that are increasingly known by the wider community and location of the location can be reached easily. Inter-regional interactions with many production activities are increasingly attractive in Sumberejo Village, Anbulu District, Jember Regency for service industries such as commercial banks and other financial facilities. With so many benefits, it will invite many investors to invest in Sumberejo Village, Ambulu District, Jember Regency.

If the local government helps with appropriate and equitable policies it will achieve a goal, which aims to support the process of growth and development of industries inSeeing from various sides fish processing income and fish processing production results of fishing communities, it is necessary to develop a strategy related to improving the performance of fishing communities in fish processing. The strategy needed is also based on what are the strengths and opportunities they have as well as the weaknesses and threats that exist in fishery processing by fishing communities in WatuUlo Payangan, SumberRejo Village, Ambulu District, Jember Regency.

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