

ABSTRAK

Skripsi dengan judul “Strategi Pengembangan Ekonomi Masyarakat Di Kawasan Minapolitan Pada Budidaya Ikan Lele Di Desa Gondosuli Kecamatan Gondang Kabupaten Tulungagung”, ini ditulis oleh Putri April Wulandari, NIM 17402163333, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Pembimbing Ahmad Syaichoni, M.Sy.

Penelitian ini dilatarbelakangi karena adanya kebijakan pemerintah daerah yang bertumpu pada pembangunan perikanan dengan mengembangkan Kawasan Minapolitan dengan tujuan untuk meningkatkan perekonomian masyarakat melalui sektor perikanan. Dan terjadinya perubahan kondisi ekonomi masyarakat Desa Gondosuli yang mulai melakukan diversifikasi usaha dibidang perikanan budidaya ikan lele yang dianggap memiliki peluang cukup tinggi.

Fokus penelitian dalam skripsi ini yaitu: (1) Bagaimana strategi pengembangan ekonomi masyarakat di kawasan minapolitan Desa Gondosuli Kecamatan Gondang Kabupaten Tulungagung, (2) Bagaimana kendala dan solusi dalam pengembangan ekonomi masyarakat di kawasan minapolitan Desa Gondosuli Kecamatan Gondang Kabupaten Tulungagung.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan jenis penelitian studi kasus. Sumber data yang digunakan yaitu data primer dan data sekunder.teknik pengumpulan data dalam penelitian ini yaitu teknik wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan adalah deskriptif analitik.

Hasil penelitian menunjukkan bahwa: Pertama, aspek-aspek pengembangan pada budidaya ikan lele di Desa Gondosuli Kecamatan Gondang Kabupaten Tulungagung menunjukkan perkembangan yang bagus dan layak untuk dikembangkan. Adapun strategi pengembangan ekonomi yang dilakukan antara lain (1) Pengembangan sumber daya manusia: pelatihan, pembinaan dan sosialisasi tentang cara budidaya, pemberian, pembuatan pakan, pembuatan fermentasi, dan pengolahan produk hasil perikanan. (2) Pengembangan pemasaran: memperhatikan bauran pemasaran meliputi strategi produk, strategi distribusi, strategi harga, dan strategi promosi. (3) Pengembangan kelembagaan: pembentukan Kelompok Pembudidaya Ikan (Pokdakan). (4) Pengembangan teknologi: dengan teknologi tepat guna dan kolam terpal. (5) Pengembangan kemitraan: kemitraan dengan sistem bagi hasil. Kedua, Kendala dan solusi pengembangan ekonomi masyarakat di kawasan Minapolitan melalui budidaya ikan lele Desa Gondosuli, antara lain: (1) Mahalnya harga pakan solusinya melakukan kerjasama dengan mitra dan pemerintah memberikan bantuan pakan dan mengatur standar harga ikan lele, (2) Serangan hama atau penyakit solusinya menggunakan fermentasi dan probiotik dan melakukan subsidi silang , (3) Tidak efisiennya mesin pembuat pakan ikan solusinya membantu mensupply bahan pembuat pakan dan biaya pemberian mesin, (4) kurangnya pengetahuan sdm dalam pengoperasian mesin solusinya memberikan pembinaan dan pelatihan.

Kata Kunci: Strategi, Pengembangan Ekonomi, Minapolitan

ABSTRACT

The thesis entitled "The Strategy of Community Economic Development in Minapolitan Area of Catfish Farming in Gondosuli Village, Gondang District, Tulungagung Regency", was written by Putri April Wulandari, NIM 17402163333, Department of Sharia Economics, Faculty of Economics and Islamic Business, Advisor: Ahmad Syaichoni , M.Sy.

This research was motivated by the local government policies based on fisheries development by developing the Minapolitan area aims to improve the community's economy through the fisheries sector. Also, the change of economic condition among people of Gondosuli Village who have begun to diversify their business in the catfish farming sector which is considered to have a quite big opportunity.

The focus of the research were: (1) How is the community economic development strategy in the minapolitan area of Gondosuli Village, Gondang District, Tulungagung Regency, (2) How are the constraints and solutions of community economic development in the minapolitan area of Gondosuli Village, Gondang, Tulungagung Regency.

This study applied qualitative approach along with the case research. The researcher used primary and secondary data as the sources of the data. The data collection techniques used in this study were interview, observation, and documentation technique while the data analysis technique used descriptive analytic.

The results show that: First, the development aspects of catfish farming in Gondosuli Village, Gondang District, Tulungagung Regency, showed quite good development and was still feasible to be developed. The economic development strategies that are carried out include (1) Human resource development: training, coaching and giving socialization on how to cultivate, hatch, manufacture feed, fermentate, and process fishery products. (2) Market development: paying attention to the marketing mix including product strategy, distribution strategy, pricing strategy and promotion strategy. (3) Institutional development: setting up Fish Cultivator Group (Pokdakan). (4) Technology development: using proper technology and tarpaulin pools. (5) Partnership development: a partnership with a profit-sharing system. Second, constraints and solutions to community economic development in the Minapolitan area through catfish farming in Gondosuli Village such as: (1) The solution for the higher cost of feed while the selling price of catfish remains constant are that the government should provide feed assistance and regulate the standard cost of catfish as well as the farmers cooperate with each other, (2) The pests and disease problems can be solved by using fermentation, probiotics and cross subsidization, (3) The solution for inefficient fish feed making machine is obtained by as well as helping to supply the feed ingredients and appliance repair costs. (4) Some people can't operate machines of fish feed, the solutions is providing guidance and training.

Keywords: *Strategy, Economic Development, Minapolitan*