

ABSTRAK

PARTNERSHIP STRATEGY OF MARITIME AND FISHERIES SERVICE OF LAMPUNG PROVINCE IN ENTREPRENEURSHIP OF FISHING COMMUNITY (Studies in Sari Ringgung Beach)

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Indonesia has a lot of productive coastal areas but it has not been developed and yet make fisherman prosper. One of the areas that have the fish potential and seafood is Sari Ringgung Beach that located in Pesawaran region at Lampung province. The result of pre-research showed that the partnership between maritime and fisheries services of Lampung province and fishing communities only happened in coordination. There are some issues occur in the partnership such as less funds and decreasing of grouper export number to some destination country only 76 tons when normally reach 35.582 tons. The problem rises in this research is how the partnership strategy of maritime and fisheries of Lampung province in entrepreneurship of fishing communities. The purpose of this research is to find out about strategy of maritime and fisheries service of Lampung province in entrepreneurship of fishing communities.

The type of this research used were descriptive research that is a research that aims to create a description, to describe in a systematic, factual and accurate information on the facts and the correlation between the investigated phenomenon. The focus of the research is the partnership strategy of maritime and fisheries service of Lampung province in entrepreneurship of fishing communities consisting of human resources (HR), facilities and infrastructure, the provisions of the region and the work environment.

The results showed that the policy that made are appropriate with the applicable laws and regulation. The entrepreneurship program is able to absorb human resources from the external and internal of Sari Ringgung area. The repairment of facilities that previously using KJA (fish cage) redirected to HGTE. There is disclosure of information of grouper cultivation that can be easily accessed. Human resources that involved in this grouper cultivation are those professional and reliable person. The wide disclosure of markets segment make fishing communities have grown their creativity of entrepreneurship although there is not person that responsible to the innovation in grouper cultivation management.

There are two aspect that has been running such as financial and entrepreneurship culture and one aspects that not yet running are innovation and new creations.

Keywords: Strategy, Partnership, Entrepreneurship, Fishing Communities.