

## **ABSTRACT**

### **ANALYSIS OF INCOME, HOUSEHOLD WELFARE AND BUSINESS DEVELOPMENT STRATEGY OF CULTIVATION OF CATFISH CULTIVATION ENLARGEMENT IN NATAR SUB DISTRICT, SOUTH LAMPUNG REGENCY**

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This research aimed to analyze the contribution of catfish cultivation enlargement to household income, the welfare of catfish cultivators household, and the strategy catfish cultivation business development. This research data was collected in Sub District of Natar of South Lampung regency. Respondents in this research were 30 cultivators of catfish enlargement, chosen by porpose for they have been actively running their business and 4 expert people in catfish cultivation. Collected household income was included cultivation income of catfish, off farm income, and non farm. The level of household welfare was analyzed by three kriterias namely Sajogyo, Badan Pusat Statistik (BPS) and Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN). Analysis of development strategy using SWOT (strengths, weaknesses, opportunities, threats) and Quantitative Strategy Planning (QSP) matrix. The research result showed that average income of catfish cultivators business contributed 44.27 percent of the total household income of Rp52,340,376.00 per year. The household welfare level based on Sajogyo category showed that 20 percent of household were in the near-poor category, 50 percent in moderate and 30 percent in decent living class. Whereas, based on BPS and BKKBN category showed that 20 percent of households were in the less prosperous and 80 percent were prosperous. This cultivation business development strategies were using subsistence and alternative feed, post harvest product creation, polculture cultivation, reconstruction of cultivation group management, and application of Cara Budi Daya Ikan yang Baik (CBIB) and Cara Pemberian Ikan yang Baik (CPIB).

Key words: catfish, development strategy, income, welfare.

## **ABSTRAK**

### **ANALISIS PENDAPATAN, KESEJAHTERAAN RUMAH TANGGA DAN STRATEGI PENGEMBANGAN USAHA BUDI DAYA LELE DI KECAMATAN NATAR KABUPATEN LAMPUNG SELATAN**

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Penelitian ini bertujuan untuk menganalisis besarnya kontribusi pendapatan usaha budi daya lele terhadap pendapatan rumah tangga, tingkat kesejahteraan rumah tangga pembudidaya, serta strategi pengembangan usaha budi daya lele. Penelitian ini dilakukan di Kecamatan Natar Kabupaten Lampung Selatan. Responden penelitian ini adalah pembudidaya lele berjumlah 30 orang yang dipilih secara sengaja berdasarkan keaktifan dalam menjalankan usahanya dan 4 responden ahli di bidang budi daya ikan lele. Analisis tingkat kesejahteraan menggunakan kriteria Sajogyo, Badan Pusat Statistik (BPS), dan Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN). Analisis strategi pengembangan menggunakan matriks SWOT (*strengths, weaknesses, opportunities, threats*) dan *Quantitative Strategy Planning* (QSP). Hasil penelitian menunjukkan bahwa rata-rata pendapatan usaha budi daya lele berkontribusi sebesar 44,27 persen dari total pendapatan rumah tangga sebesar Rp52.340.376,00 per tahun. Berdasarkan analisis tingkat kesejahteraan dengan kriteria Sajogyo diketahui bahwa 20 persen keluarga pembudidaya berada dalam golongan nyaris miskin, 50 persen di golongan cukup, dan 30 persen di golongan hidup layak. Berdasarkan kriteria BPS dan BKKBN menunjukkan bahwa 20 persen rumah tangga berada dalam golongan belum sejahtera dan 80 persen masuk golongan sejahtera. Strategi pengembangan usaha budi daya lele adalah inovasi penggunaan pakan pellet subsisten dan alternatif, menciptakan produk pasca panen, budi daya ikan polikultur, rekonstruksi manajemen kelompok budi daya, serta penerapan Cara Budi Daya Ikan yang Baik (CBIB) dan (Cara Pemberian Ikan yang Baik) CPIB.

*Keywords :* Ikan lele, kesejahteraan, pendapatan, strategi pengembangan.