

ABSTRACT

RESPONSE OF FISHERMAN GROUP MEMBERS TO THE PROGRAM FORWARD FISHERMAN'S VILLAGE (Case in Tanara Village, Tanara District, Serang Regency)

By

Sunday

A fishing village is a community residential area where the majority work as fishermen whose livelihood is fishing in sea waters or inland waters. A response is defined as a behavior or attitude that manifests well before detailed understanding, assessment, influence, or rejection, whether you like it or not and the use of a particular phenomenon. The aim of this research was to determine the response of fishermen group members to the advanced Fishermen's Village Program in Tanara Village, Tanara District, Serang Banten Regency. This research location was carried out purposively, which means it was carried out deliberately with the consideration that this area was the only area that received assistance from the government in the form of the Advanced Fisherman's Village Program. The informants for this research were 15 people from members of fishing groups involved in the program. Data collected used qualitative descriptive analysis. The results of the research showed that the responses were divided into 3 aspects, namely cognitive responses related to the increased knowledge of fishermen group members towards information and training, affective responses of fishermen group members seen from fishermen's attitudes towards the program, namely agreeing, supporting, active and accepting and conative responses relating to members' skills. fishermen have improved their skills in making shredded meat, tekwan, and repairing boat engines.

Key words : Member response, The fishing village program is progressing

ABSTRAK

RESPON ANGGOTA KELOMPOK NELAYAN TERHADAP PROGRAM KAMPUNG NELAYAN MAJU (Kasus di Desa Tanara, Kecamatan Tanara, Kabupaten Serang)

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Kampung nelayan merupakan suatu lingkungan permukiman masyarakat yang mayoritas berprofesi sebagai nelayan yang bermata pencaharian penangkap ikan di perairan laut atau di perairan darat. Respon diartikan suatu tingkah laku atau sikap yang berwujud baik sebelum pemahaman yang mendetail, penilaian, pengaruh, atau penolakan, suka atau tidak serta pemanfaatan pada suatu fenomena tertentu. Tujuan penelitian ini untuk mengetahui respon anggota kelompok nelayan terhadap Program Kampung Nelayan maju di Desa Tanara Kecamatan Tanara, Kabupaten Serang Banten. Lokasi penelitian ini dilakukan secara *purposive* yang artinya dilakukan secara sengaja dengan pertimbangan bahwa wilayah ini menjadi satu-satunya wilayah yang mendapatkan bantuan dari pemerintah berupa Program Kampung Nelayan Maju. Informan penelitian ini 15 orang yang berasal dari anggota kelompok nelayan yang terlibat dalam program. Data yang dikumpulkan menggunakan analisis deskriptif kualitatif. Hasil penelitian menunjukkan bahwa respon dipilah dalam 3 aspek yaitu respon kognitif berkaitan dengan pengetahuan anggota kelompok nelayan meningkat terhadap informasi dan pelatihan, respon afektif anggota kelompok nelayan tampak dari sikap nelayan terhadap program yakni setuju, mendukung, aktif dan menerima dan respon konatif berkaitan dengan keterampilan anggota nelayan meningkat meliputi keterampilan pembuatan abon, tekwan, dan perbaikan mesin perahu.

Kata kunci : Respon anggota, Program Kampung Nelayan Maju