

ABSTRACT

DIFFUSION OF INNOVATION IN EMPOWERING SUSTAINABLE BLUE SWIMMING CRAB FISHERMEN IN EAST LAMPUNG DISTRICT

By

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The success of the empowerment program is highly dependent on the extent to which diffusion innovation can be accepted and adopted by fishermen. This study aims to determine the stage of diffusion of blue swimming crab fishermen empowerment innovations, analyze factors related to the diffusion of crab fishermen empowerment innovations, and identify obstacles faced in empowering blue swimming crab fishermen. This study was conducted in Margasari and Muara Gading Mas Villages, Labuhan Maringgai District, East Lampung Regency, using a survey method with a sample of 75 respondents. The data used are primary and secondary data. This study was conducted in April to May 2025. The data analysis method used quantitative descriptive analysis and Spearman rank analysis. The results of the study indicate that the stage of diffusion of innovation in empowering blue swimming crab fishermen is included in the low category. Only 30.67% of respondents have actually reached the adoption stage and implemented the 5 approaches to empower the fishermen. Furthermore, the factors that have a positive relationship with the diffusion of sustainable blue swimming crab fishermen empowerment innovations are cosmopolitanism, participation, the role of the government, and the role of NGOs. The obstacles to empowering blue swimming crab fishermen in East Lampung Regency are dependence on middlemen, the use of non-selective fishing gear, decreasing blue swimming crab stocks due to excessive exploitation, the impact of climate change, limited access to training and assistance programs, weak capacity of fishermen organizations, and low law enforcement.

Keywords: Diffusion, innovation, fishermen, empowerment, blue swimming crab

ABSTRAK

DIFUSI INOVASI PEMBERDAYAAN NELAYAN RAJUNGAN BERKELANJUTAN DI KABUPATEN LAMPUNG TIMUR

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Keberhasilan program pemberdayaan sangat tergantung pada sejauh mana difusi inovasi dapat diterima dan diadopsi oleh nelayan. Penelitian ini bertujuan untuk mengetahui tahapan difusi inovasi pemberdayaan nelayan rajungan berkelanjutan, menganalisis faktor-faktor yang berhubungan dengan difusi inovasi pemberdayaan nelayan rajungan, dan mengidentifikasi hambatan-hambatan yang dihadapi dalam pemberdayaan nelayan rajungan. Penelitian ini dilaksanakan di Desa Margasari dan Muara Gading Mas Kecamatan Labuhan Maringgai Kabupaten Lampung Timur, menggunakan metode survei dengan sampel sebanyak 75 orang responden. Data yang digunakan adalah data primer dan sekunder. Dilakukan pada bulan April-Mei 2025. Metode analisis data deskriptif kuantitatif dan analisis Rank Spearman. Hasil penelitian menunjukkan tahapan difusi inovasi pemberdayaan nelayan rajungan termasuk dalam kategori rendah. Hanya 30,67% dari responden yang benar-benar sampai pada tahap *adopsi* dan mengimplementasikan 5 pendekatan pemberdayaan nelayan rajungan. Selanjutnya, faktor-faktor yang memiliki hubungan positif dengan difusi inovasi pemberdayaan nelayan rajungan berkelanjutan yaitu kosmopolitan, partisipasi, peran pemerintah dan peran NGO. Hambatan-hambatan pemberdayaan nelayan rajungan di Kabupaten Lampung Timur yaitu ketergantungan terhadap tengkulak, penggunaan alat tangkap yang tidak selektif, penurunan stok rajungan akibat eksploitasi berlebihan, dampak perubahan iklim, keterbatasan akses terhadap pelatihan dan program bantuan, lemahnya kapasitas organisasi nelayan, serta rendahnya penegakan hukum.

Kata kunci: Difusi, inovasi, nelayan, pemberdayaan, rajungan