

## **ABSTRACT**

### **PERFORMANCE OF FISHERIES BUSSINESS DEVELOPMENT PROGRAMON PROCESSINGAND MARKETING OF FISHERIES AND FISHERIES BUSINESS INCOME IN COASTAL AREA OF BANDAR LAMPUNG**

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*The purpose of this research were to analyze the performance of PUMP program, the income of fisheries business before and after implementing PUMP program, and the encountered constraint during the implementation of PUMP program in Bandar Lampung. This research was conducted in Bumi Waras sub-district of Bandar Lampung by applying case studies method. The research data was collected in July until August 2014. There were a total of 77 fisheries businessmen as the object of PUMP program. The research data was analyzed by descriptive and statistics comparative test. The results of this research showed that performance of PUMP program in coastal area of Bandar Lampung was well conducted. After implementing PUMP program, 32 participating people in the PUMP program had higher revenue than before implementing PUMP program. Constraints encountered during the implementation of the PUMP program in coastal area of Bandar Lampung were some program beneficiaries are less precise, the lack of assistance, and program beneficiaries less given guidance.*

*Keywords: fisheries, performance, PUMP, revenue*