

ABSTRAK

DIANG ADISTYA

Budidaya udang vaname (*Litopenaeus vannamei*) merupakan subsektor unggulan perikanan Indonesia yang berkontribusi terhadap ekspor nasional. Namun, usaha tambak udang dihadapkan pada tantangan serius berupa penurunan kualitas lingkungan pesisir, keterbatasan akses pasar, keterbatasan teknologi, serta lemahnya praktik manajemen. Penelitian ini bertujuan menganalisis pengaruh lingkungan (ENVR), akses pasar (MKTA), dan teknologi (TECH) terhadap keberlanjutan (STBL) budidaya udang dengan manajemen (MNGM) sebagai variabel mediasi. Metode penelitian menggunakan pendekatan kuantitatif dengan *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS). Responden berjumlah 100 petambak udang di Kabupaten Lampung Selatan yang dipilih dengan *purposive sampling*. Data dikumpulkan melalui kuesioner, wawancara, dan studi pustaka, mencakup indikator ekologi, pasar, teknologi, manajemen, dan keberlanjutan usaha. Hasil penelitian menunjukkan bahwa faktor lingkungan dan akses pasar terbukti berpengaruh signifikan terhadap keberlanjutan tambak udang, di mana kualitas ekosistem pesisir, keberadaan mangrove, serta keterjangkauan rantai pasok dan infrastruktur pemasaran menjadi penentu utama daya saing dan stabilitas produksi. Manajemen juga berperan penting sebagai variabel mediasi yang memperkuat hubungan antara input dengan keberlanjutan, sehingga praktik budidaya lebih terarah, efisien, dan adaptif. Namun, berbeda dengan hipotesis awal, teknologi tidak memberikan pengaruh signifikan baik secara langsung maupun melalui peran mediasi manajemen. Hal ini menunjukkan bahwa adopsi teknologi yang ada masih bersifat parsial, belum terstandarisasi, dan cenderung berorientasi pada pemenuhan kebutuhan dasar produksi (seperti penggunaan kincir, lampu, dan kolam plastik) tanpa inovasi berkelanjutan.

Kata Kunci: Akses pasar, Budidaya udang vaname, Keberlanjutan, Lingkungan, Manajemen, SEM-PLS, Teknologi

ABSTRACT

DIANG ADISTYA

Vannamei shrimp (Litopenaeus vannamei) aquaculture is one of Indonesia's leading fisheries subsectors, contributing significantly to national exports. However, shrimp farming faces serious challenges, including the degradation of coastal environmental quality, limited market access, technological constraints, and weak management practices. This study aims to analyze the influence of environment (ENVR), market access (MKTA), and technology (TECH) on the sustainability (STBL) of shrimp farming, with management (MNGM) as a mediating variable. The research employed a quantitative approach using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method. A total of 100 shrimp farmers in South Lampung Regency were selected through purposive sampling. Data were collected through structured questionnaires, in-depth interviews, and literature review, covering ecological, market, technological, management, and sustainability indicators. The results indicate that environmental and market access factors significantly affect the sustainability of shrimp farming. Coastal ecosystem quality, mangrove existence, supply chain efficiency, and marketing infrastructure were identified as key determinants of competitiveness and production stability. Management also plays an important role as a mediating variable that strengthens the relationship between input factors and sustainability, leading to more directed, efficient, and adaptive farming practices. However, contrary to the initial hypothesis, technology does not have a significant influence, either directly or through the mediating role of management. This finding suggests that the current adoption of technology remains partial, lacks standardization, and is mostly oriented toward meeting basic production needs (such as aerators, lighting, and plastic ponds) without sustainable innovation.

Keywords: *Market access, Vannamei shrimp farming, Sustainability, Environment, Management, SEM-PLS, Technology*