ABSTRAK

KEBERLANJUTAN BUDIDAYA UDANG VANAME (*Litopenaeus vannamei)* DI TAMBAK INKLUSIF: STUDI KASUS CV CHANDRA PERDANA ABADI KABUPATEN PESAWARAN

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Budidaya udang vaname (*Litopenaeus vannamei*) di wilayah pesisir yang berdekatan dengan permukiman masyarakat atau tambak inklusif menghadapi tantangan keberlanjutan yang kompleks, terutama terkait kualitas lingkungan, produktivitas, dan interaksi sosial ekonomi. Penelitian ini bertujuan untuk menganalisis kelayakan perairan dalam mendukung keberlanjutan budidaya udang vaname serta merumuskan strategi keberlanjutan yang diterapkan pada tambak inklusif studi kasus CV Chandra Perdana Abadi di Kabupaten Pesawaran. Penelitian dilakukan menggunakan pendekatan kuantitatif dan kualitatif dengan metode studi kasus. Pendekatan kuantitatif dilakukan melalui pengukuran parameter kualitas air fisika, kimia, dan biologi yang meliputi suhu, pH, oksigen terlarut, salinitas, alkalinitas, nitrit, amonia, total bahan organik, plankton, total bakteri count dan total *Vibrio* count, yang dibandingkan dengan baku mutu budidaya udang vaname. Pendekatan kualitatif dilakukan melalui observasi, wawancara, dan analisis SWOT untuk mengidentifikasi faktor internal dan eksternal yang memengaruhi keberlanjutan budidaya. Hasil penelitian menunjukkan bahwa secara umum kualitas perairan masih berada dalam kisaran layak untuk mendukung budidaya udang vaname, meskipun terdapat potensi tekanan lingkungan akibat aktivitas permukiman. Analisis SWOT menunjukkan bahwa peta strategi yaitu mendukung strategi agresif. Strategi yang dapat dilakukan untuk keberlanjutan budidaya udang vaname adalah menggunakan kekuatan (*strengths*) untuk meraih peluang (*opportunity*). Tambak inklusif direkomendasikan melakukan penguatan manajemen kualitas air, penerapan biosecurity dan teknologi budidaya, peningkatan efisiensi produksi, serta penguatan hubungan sosial dan kelembagaan dengan masyarakat sekitar, sehingga integrasi aspek lingkungan, ekonomi, dan sosial menjadi kunci keberlanjutan budidaya udang vaname pada sistem tambak inklusif.

Kata kunci: Analisis SWOT, Budidaya udang vaname, Keberlanjutan, Kelayakan perairan, Tambak inklusif

ABSTRACT

SUSTAINABILITY OF PACIFIC WHITE SHRIMP AQUACULTURES (*Litopenaeus vannamei)* IN INCLUSIVE SHRIMP PONDS: A CASE STUDY CV CHANDRA PERDANA ABADI PESAWARAN REGENCY

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Aquacultures of Pacific white shrimp (*Litopenaeus vannamei*) in coastal areas adjacent to community settlements or inclusive ponds faces complex sustainability challenges, especially related to environmental quality, productivity, and social economy interactions. This study aims to analyze the feasibility of waters in supporting the sustainability of Pacific white shrimp aquacultures and formulate sustainability strategies applied to inclusive ponds in the case study of CV Chandra Perdana Abadi in Pesawaran Regency. The research was conducted using quantitative and qualitative approaches with case study methods. The quantitative approach was carried out through the measurement of physical, chemical, and biological water quality parameters which included temperature, pH, dissolved oxygen, salinity, alkalinity, nitrite, ammonia, total organic matter, plankton, total bacteria count and total *Vibrio* count, which was compared with the quality standards of Pacific white shrimp cultivation. A qualitative approach is carried out through observation, interviews, and SWOT analysis to identify internal and external factors that affect the sustainability of cultivation. The results of the study show that in general, the quality of the waters is still within the range of feasible to support Pacific white shrimp aquacultures, despite the potential for environmental pressure due to settlement activities. The SWOT analysis shows that the strategy map which supports an aggressive strategy. Strategies that can be done for the sustainability of Pacific white shrimp aquacultures are to use strengths to seize opportunities. Inclusive shrimp ponds are recommended to strengthen water quality management, apply biosecurity and aquaculture technology, increase production efficiency, and strengthen social and institutional relations with the surrounding community, so that the integration of environmental, economic, and social aspects is the key to the sustainability of Pacific white shrimp cultivation in an inclusive pond system.

Keywords: Aquatic feasibility, Inclusive ponds, Pacific white shrimp aquacultures, Sustainability, SWOT analysis