

## **ABSTRACT**

The Presence of salted fish processors who occupy the small scale of the dominant and on the average they perform activities which are also small and has a level of independence and continuity of effort is relatively vulnerable to changes in circumstances. Purworejo village in Demak District has the potential of fishery resources are still quite large, but the behavior of fish processing business reflects the level of their empowerment. The issue is how much the fish processing empowerment in Purworejo village. The level of empowerment can not be separated from the business performance and the stakeholder participation in formulating appropriate empowerment strategies which can bring the business more independent.

The study was conducted in the area of Purworejo village in Demak District, with the object of the salted fish processing. The purpose of this study is to analyze the level of empowerment of the salted fish processors both from the economic aspect as well as the non-economic aspect (socio-political and cultural), knows the business performance of salted fish processing, find out the role of stakeholders in improving the salted fish processing, and analyzing the strategies of empowerment that can be applied to the salted fish processor to improve their level of empowerment. Primary data was collected from 40 respondent. Method of analysis is using descriptive statistics, analysis of crosstab by rule of thumb, and Analitical Hierarchy Process (AHP)

Based on the field surveys in mind that the level of empowerment of the salted fish processors in general is still relatively low both from the economic aspect as well as the non-economic aspect. This is also indicated by their income level are low, with R/C ratio of 1.56. The role of stakeholders according to respondents assessment are also considered to be still less. Finally based on the above circumstances will require the appropriate empowerment strategies to enhance empowerment of salted fish processors, namely trough the provision of credit, the establishment / renewal of fishing organization and fish processors, and the need for counseling and training to production techniques and other aspects.

Key Word : level of empowerment; salted fish processors; stakeholders, R/C ratio