

ABSTRACT

This study analyzes the determination of selling prices in the fisheries sector in the Tambak Lorok Region, Semarang City. The purpose of this study was to obtain criteria and alternatives to weight the priority of criteria and alternatives in determining the selling price of the fisheries sector with a case study of Tambak Lorok, Semarang City. The method used is Fuzzy AHP with primary data.

Although the Tambak Lorok area has considerable potential in the fishery in the Tambak Lorok Area, it is necessary to make a decision to assess an option in determining the development policy of the fisheries sector in the Tambak Lorok Area, Semarang City.

The criteria obtained from the results of the respondents assessment are fishermen, fishery traders, and fish processors, with alternatives namely consumer demand, fish quality, and raw material prices. Based on results of Fuzzy AHP calculations, it shows that the alternative that has the highest priority is fish quality, the middle priority is raw material prices, and the lowest criterion is demand.

Keywords : Fishery Sector, Decision Making, Fuzzy AHP