

## ***ABSTRACT***

*The Bajomulyo Juwana Beach Fisheries Port is a Technical Implementation Unit of the Ministry of Maritime Affairs and Fisheries in the field of port infrastructure and fisheries. This port serves as a means of supporting fisheries in Pati Regency. Fish production at PPP Bajomulyo has a decreasing trend every year. There is a need for studies related to external and internal factors in the Bajomulyo PPP development strategy so that fish production increases so that it can reach the international market. The method used in this analysis is the SWOT method to see the internal and external factors that influence strategy development at PPP Bajomulyo. The sample used in this study was 15 people. In the calculation of the IFE and EFE matrices, the value of strength is 1.93, weakness is 1.35, opportunity is 2.18, and threat is 1.34. The strategy that must be carried out is to improve the quality and safety of shipping. Providing training and local MSME business development. Applying modern technology and cultivation in fish management. Optimizing land as a means of development.*

*Keywords: Development, Fisheries, PPP Bajomulyo, SWOT Analysis*