

ABSTRACT

The community in Bonang Subdistrict mostly works as fishermen with 9,986 people. All fishermen in Bonang Subdistrict are members of the Joint Business Group (KUB). Fishermen in Bonang District still use traditional fishing gear and use small boats with a capacity of 1 to 4 people for fishing activities. The catch of marine fisheries both in Bonang District and in other sub-districts in Demak Regency can only be auctioned at the Fish Auction Place (TPI). Almost all fishermen in Bonang District do not have other sources of income and depend on the results of catches. Funding provided through a number of empowerment programs carried out is considered inappropriate. In addition, the uncertain conditions of fishermen and lack of collateral make it difficult for them to get capital loans.

The data used in this study are primary data obtained from the results of independent interviews with key persons which are then compiled into aspects and alternative strategies for empowering fishermen. Furthermore, to determine the priority sequence of aspects and alternative strategies for empowering fishermen according to key persons, the AHP (Analytical Hierarchy Process) method is used.

Based on the results of interviews and in-depth interviews with key persons, five aspects and thirteen alternatives were formulated for strategies for empowering fishing communities in Bonang Sub-District. The order of aspects of the strategy of empowering the fishing community in Bonang District is based on the results of the AHP analysis, namely: Economic Aspects, Social Aspects, Technology Aspects, Environmental Aspects and Institutional Aspects. Meanwhile the order of the five priorities of alternative strategies for empowering fishermen in Bonang Sub-District are: Direct assistance in the form of tools, direct assistance in the form of funds, Development of capital access, socialization and training in fisheries resource processing business, Increasing the socialization of knowledge and skills in fisheries management towards the preservation of fisheries resources.

Keywords: fishers empowerment, Bonang Sub-District, Analytical Hierarchy Process (AHP), capture fisheries.