ABSTRACT

The Wanayasa subspecies of Nile tilapia subspecies Wanayasa is now a very profitable source of income for fish farmers. The farm of Nirwana subspecies of Nile tilapia products have also succeeded in penetrating the export market. The export of Nirwana subspecies of Nile tilapia was carried out to the Philippines in 2010. The cultivation subspecies Wanayasa of Nile tilapia at the stage of hatchery and nursery is very important for cultivation at the stage of enlargement of subspecies Wanayasa of Nile tilapia. One of the cultivation groups in Purwakarta Regency is the Mekar Laksana Group in Kiarapedes District. Development and cultivation of Wanayasa subspecies of Nile tilapia resulted in an increase in the area of ponds in Kiarapedes Sub district, but it was not accompanied by the increasing production of Wanayasa subspecies of Nile Tilapia, resulting in non-optimal production.

The purpose of this study is analyzing fish parental factors, pond area, feed, fertilizer and labor towards the production of Wanayasa subspecies of Nile tilapia and measures the magnitude of the influence of each of these factors simultaneously. The analytical method used in this research is multiple regression analysis using the Ordinary Least Square (OLS) method. The sampling technique in this study is total sampling. In Sub district of Kiarapedes, there are 3 groups of fish farmers, each group of fish farmers has 20 up to 25 members, so the total number of Wanayasa subspecies of Nile tilapia farmers who joined the group of fish farmers is 65 people.

The results showed that the variables that had a significant positive effect on the production of Wanayasa subspecies of Nile Tilapia Cultivation in Purwakarta Regency were the parent fish variables, pond area, and labor variables. Meanwhile, the variables that have a significant negative effect on the production of Wanayasa subspecies of Nile Tilapia Cultivation in Purwakarta Regency are feed variables. There is one variable that does not significantly influence the production of Wanayasa subspecies of Nile Tilapia Cultivation in Purwakarta Regency, namely the variable fertilizer.

Keywords: Nile Tilapia, Factors of Production, Kiarapedes Sub District