

## **ABSTRACT**

*Blue economy, new concept that planned by the government to support sustainable development programs. Blue economy is not only oriented to the economic aspects but also concerned with environment aspect. The implementation of blue economy is suitable for catfish aquaculture with purpose to escalate fish farmer's welfare. Implementation of the blue economy should be done in synergy between government, academia and the group of farmers. Therefore, it needs empowerment from farmers group to implementing the blue economy. The purpose of this research is to analyze some problems and also to systemize the strategy that can empowering fish farmers group to reach the blue economy concept.*

*This research uses a qualitative method using Analytic Network Process (ANP). Qualitative analysis is done by direct observation in the field and in-depth interviews with the respondent that selected by purposive sampling. However, there are some problems that occur on this group. There are production facilities, marketing, organization and environment.*

*The result showed that blue economy is capable to resolve any existing problems. In conclusion, they need to strengthen every aspect with blue economy concept to achieve the sustainable development*

*Keywords: Catfish Farmers, Blue Economy, Empowerment, Analytic Network Process (ANP),*