

ABSTRACT

Implementation of the One Village One Product (OVOP) Smoke Fish Products in Wonosari Village, District Bonang, Demak Regency has a lot of problems, especially in the economy and market aspects, infrastructures, institutional, ecological, and socio cultural. Supposedly superior product development with OVOP approach can be achieved without forsaking the principles of OVOP approach itself.

The study uses descriptive analysis, SWOT analysis, and Analytic Hierarchy Process (AHP). Descriptive analyzes is carried out through the creation of tables, information, pictures, graphs and their numerical values. SWOT analysis is used to examine the strengths (strengths), weakness (weaknesses), opportunities (opportunities) and threats (threats). Analytic Hierarchy Process (AHP) is used to make a priority program. This analysis is used to find a policy strategy in the development of OVOP programs in the Village Smoke Fish Wonosari, District Bonang, Demak.

The results show that the implementation of OVOP program in the Village Smoke Fish Wonosari has a contribution on trigger changes in the economic and market aspects, infrastructure, institutions, ecological, and social culture. OVOP program has a positive impact on increasing income and improving the welfare of the fish smoke society although there are many weaknesses and threats that associated with the program.

The OVOP program development strategy priorities in Smoke Fish Wonosari are a partnership system improvements. The intent of the strategy is improvement of the institutional system related to the partnership or profit sharing between smoked fisheries and employers/skipper of smoked fish due to the economic and social justice in the community.

Keyword: *Development Strategy, OVOP, Smoke Fish, SWOT, AHP*