



ABSTRACT

The Grouper Marine Culture Business Development Strategy Using the Floating-Net Cage Technique In Bintan District of Kepulauan Riau Province

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The purpose of this study was to identify and to evaluate the internal and external factors effecting and determining production improvement and business development success, while attempting to define and recommend an appropriate strategy for the Grouper marine culture business development in Bintan District using a floating technique, called the floating-net cage technique.

This study used a descriptive method approach where the problems were answered using the data obtained. The data and information were then evaluated and analyzed using the IFE-EFE matrix, SWOT analysis, and QSPM analysis. The SWOT matrix analysis revealed four sets of alternative strategies. The first is to increase the Grouper production capacity through growing and developing of small and medium scale Grouper marine culture businesses using the floating-net cage technique (KJA) and a partnership system in potential areas. The second strategy is to increase technological mastery and culture management for farmers and fishermen who are the Grouper Marine culture business owners through workshops done by the Marine and Fisheries Services and other related government services and institutions. The third strategy is to socialize the Regional Regulation number 14 2007 on Territorial Spatial Planning (RTRW) of Bintan District and control the business permits that utilize water resources. The last strategy from the analysis is to increase coordination with all the related institutions including capital investment institutions in making policies and regulations on growing and developing small and medium scale Grouper marine culture businesses using the Floating-net Cage Technique (KJA) and a partnership system. The chosen strategy for priority and recommendation is the second strategy, which is to increase technological mastery and culture management for farmers/fishermen who are the Grouper Marine culture business owners through workshops done by the Marine and Fisheries Services and other related government services and institutions in Bintan district.

Keyword : *Grouper, Marine Culture, floating-net cage, Bintan District, management strategy, IFE-EFE Matrix, SWOT Analysis, QSPM Analysis.*

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