ABSTRACT

SOENARTO. Feasibility Study and the Development Strategy of Nil Tilapia Farmer Groups in Gemah Parahiyangan Karawang District. Supervised by KOMAR SUMANTADINATA (Committee Chairman), and MUHAMMAD SYAMSUN (member).

Recently nil tilapia (*Oreochromis niloticus*) cultures are being practiced in floating net cages, brackish water ponds and running water ponds. Rapid development of nil tilapia culture area in Bekasi, Karawang and Purwakarta Districts required a lot of nil tilapia fries. In parallel, nil tilapia hatcheries are developed in many areas, especially the small scale hatcheries.

Nil tilapia hatcheries are very profitable due to the low capital, simple technology and relatively short time culture period. Nil tilapia culturists are grouped at least into 3 segments, namely (i) breeding farmers, (ii) first nursery farmers and (iii) secondary nursery farmers. Breeding farmers, first nursery farmers and secondary nursery farmers produce 1.5-1.7 cm, 2-4 cm and 5-7 cm fries, respectively.

The objectives of the study are (i) to identify the internal and external factors of the nil tilapia farmer groups, (ii) to examine the economic feasibility of nil tilapia farmer groups, and (iii) to look for alternative development strategic for nil tilapia farmer groups.

Required data and information are collected by interviewing nil tilapia breeder and farmers which are the members of Gemah Parahiyangan (GP) nil tilapia farmer groups. Data are analyzed using simple economics analysis such as net Benefit Cost Ratio (BC ratio), Pay Back Period (PBP), Net Present Value (NPV), Internal Rate of Return (IRR) and Break Even Point (BEP). Development strategic is analyzed using Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis.

The results showed that (i) Discount Factor is 20% per year, (ii) BC ratio is 1.06, (iii) PBP is 388.4 days (11 months and 8.4 days) or equals to 4 cycles, (iv) NPV is Rp 1,950,102, (iv) IRR is 29.67%, and (v) BEP is 145,840 fries per cycle at selling price of Rp 63.00 per fry. Based on the analyzed data, it can be said that the nil tilapia farmer groups are profitable. SWOT Analysis suggested that best development strategic is (i) to establish collaboration work with fish feed industry, to extend the pond areas and (iii) to develop efficient nil tilapia production system.

In the future, there should be a program on fisheries human resources capacity development especially on the nil tilapia farmer groups. In order to increase aquaculture productivity, the government through District Fisheries Services should play a role to motivate, to escort and to train the fish farmers.

Key words: development strategy, farmer group, nil tilapia