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Management Strategy Of Fishery Port Samudera Kutaraja

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Abstract

This research aims to analyze the condition and function of the facilities and operational activities of PPS Kutaraja for investment in the marine and fisheries sector, measure the performance and factors that support the performance of PPS Kutaraja and formulate a management strategy for PPS Kutaraja facilities. The research was carried out at the Kutaraja Ocean Fisheries Port (PPS), Kuta Alam District, Banda Aceh City, Aceh Province, which took place from June to August 2022. The editor has the right to edit the abstract for reasons of clarity of the abstract conThis research uses descriptive research methods with a quantitative approach. The research parameters are conditions and facilities, factors that support performance and strategies for improving facility management at the Kutaraja Ocean Fisheries Port (PPS). The research results show that the condition of the basic, functional and supporting facilities at the Kutaraja Ocean Fisheries Port (PPS) are all in good condition. performance and factors that support performance at the Kutaraja Ocean Fisheries Port (PPS) consist of the amount of fish production, frequency of ship visits, distribution of clean water, ice and fuel. Strategy for Improving Management of Kutaraja Ocean Fishery Port (PPS) Facilities based on the results of the SWOT analysis and determining the grand strategy is in Quadrant I with the SO strategy matrix. This strategy is applied based on a very favorable situation with the opportunities and strengths it has so that it can take advantage of existing opportunitiestent.

Keywords : *Management, harbor, fishery, PPS Kutaraja*

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1. Introduction

Indonesia is a maritime country with waters or oceans covering two-thirds of its land, therefore the Fishing Port is very important to support the growth of the country's fisheries. Based on the Law of the Republic of Indonesia Year 2004 concerning Fisheries Article 41, the function and role of the Fishing Port is as a center for handling and marketing captured fish. The fishing port is a place where land and sea meet. It serves as a starting point for fishing and has facilities for everything from unloading to distributing fish. (Rahmawati et al., 2019). In other words, the management of a port is different in each country with that type of port. Port management is often associated with the economic conditions of a country, especially in the interests of society. The management of fishing ports in Indonesia currently has very complex problems, so a strategy is needed to achieve good management. Some examples of fish management problems in Indonesia include low existing facilities, weak management, and limited transportation facilities and infrastructure (Lubis, 2019).

Kutaraja Ocean Fishing Port (PPS) is one of the largest fishing ports in Aceh Province located in Banda Aceh City. The fishermen in Aceh carry out daily loading and unloading of fish for buying and selling at the Samudera Fishing Port. Kutaraja Ocean Fishing Port is currently running smoothly, this is evidenced by the decline in unemployment in the Lampulo area, the income of the community around the port has increased compared to some time before (Rahmah et al., 2018). However, currently there are several problems, one of which is the lack of optimal facilities and infrastructure that support the process of anchoring, loading and unloading fishery products, distributing fish so that this has an impact on all aspects around it,

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both institutional, socio-cultural, technological and economic aspects, then the port management has been successful (Indriani et al., 2018).

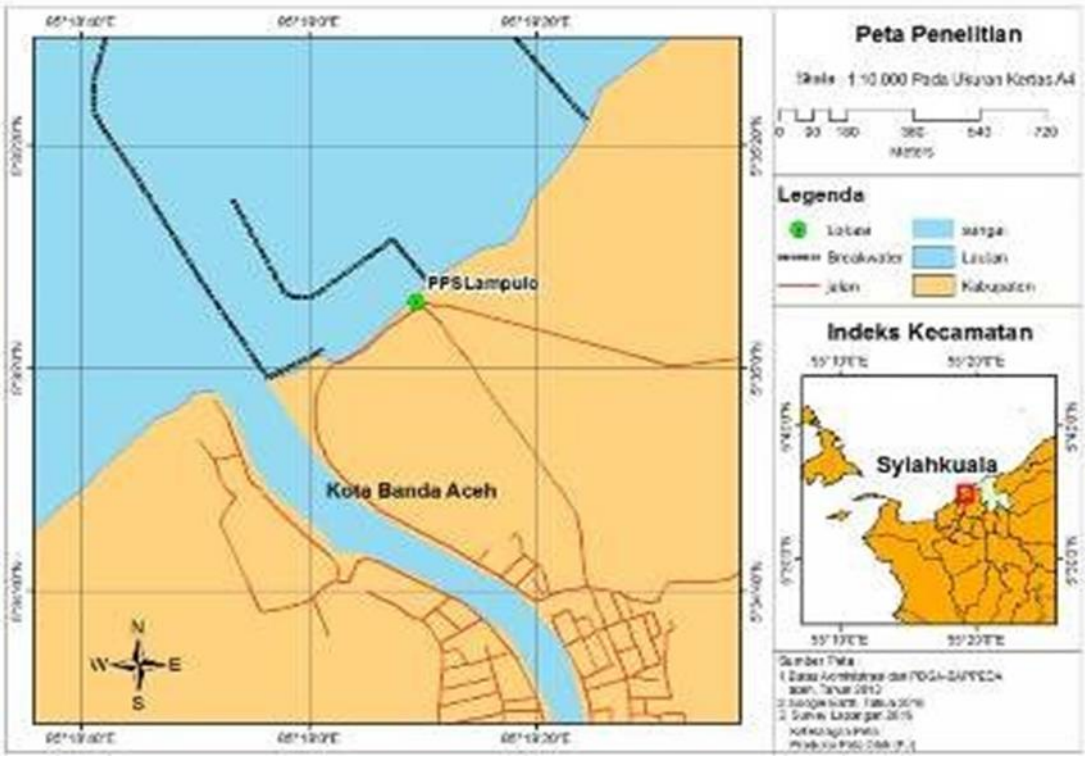

Figure 1. Map of Kutaraja Ocean Fishing Port (PPS)
Source: Data Research

2. Method

This research was conducted at the Kutaraja Ocean Fishing Port (PPS), Kuta Alam District, Banda Aceh City, Aceh Province. The research was conducted for 3 (three) months from June to August 2022. This research uses a descriptive research method with a quantitative approach to describe the condition of the facilities and performance of the Samudera Fishing Port and analyze the management strategy of the fishing port. The data in this study consisted of primary data and secondary data. Primary data is obtained through direct observation in the field, interviews with respondents and filling out questionnaires. The respondents interviewed were 50 people. Secondary data was obtained from PPS Kutaraja consisting of fish production data, frequency of ship visits, fuel needs, clean water and ice.

1. Port Operational Performance

The operational performance of fishing ports is analyzed using the weighting method (scorring method) which will then be analyzed descriptively. According to Guswanto (2012), the weighting method is a method carried out by giving a score to each parameter value that has been determined.

Table 1. Performance Indicators of Fishing Ports

No	Jenis kriteria	Unit satuan	Standar indikator		
			PPS	PPN	PPP
1.	Jumlah produksi ikan	Ton/tahun	18.250	10.950	1.825
2.	Frekuensi kunjungan kapal	Kapal/tahun	36.600	27.375	10.950
3.	Penyaluran air bersih	Ton/tahun	366.600	91.250	36.500
4.	Penyaluran es	Ton/tahun	43.920	21.960	7.320
5.	Penyaluran BBM	Ton/tahun	36.600	18.250	3.650

Source: Widyasari, (2016)

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The formula for calculating the success value:

Xa/Na x 100%

Description:
Xa = Type of criteria
Na = Indicator standard

2. SWOT Analysis

According to Rangkuti (2018), SWOT analysis is a systematic identification of various factors to formulate organizational strategies based on internal factors and external factors. This analysis can maximize strengths as well as opportunities, but can simultaneously minimize weaknesses and threats. SWOT analysis is a method that describes the conditions and evaluates a problem, project or business concept that is most often used to find a strategy to be carried out. To formulate the strategy to be used, it is then matched with the (IE) metric (David, 2002). This metric is based on two key dimensions. IFAS on the X axis and EFAS on the Y axis.

Table 2. Interpretation of IFAS and EFAS Scores

No.	X-Axis Score Value (IFAS)	Information
1.	Score 4.00 – 3.00	= Strong Internal Position
2.	Score 2.99 – 2.00	= Average Internal Position
3.	Score 1.99 – 1.00	= Weak Internal Position
No.	**Y-Axis Score Value (EFAS)**	**Information**
1.	Score 4.00 – 3.00	= Strong External Position
2.	Score 2.99 – 2.00	= Average External Position
3.	Score 1.99 – 1.00	= Weak External Position

Source: Data Processing

Kutaraja Ocean Fishery Port Facilities (Pps)

a. Basic Facilities

The basic facilities available at PPS Kutara Raja include breakwaters and reventments, mooring facilities, jetties and piers, while the port water facilities include shipping lanes, drainage, ponds, bridges, connecting roads, culverts and fishing port lands.

Table 3. Basic facilities of Kutaraja Ocean Fishing Port (PPS)

No	Basic Facilities	Function	Size /Capacity/ Wide	Year of awakening	Last Rehab Year	Condition
1	Pool Pier A	Useful to make it easier for ships to dock at port hours so that ships can load and unload without being disturbed by waves.	225 m	2016, 2017	-	Good
2	Pool Pier B		165 m	2017	-	Good
3	Jetty	To dock the ship	180 m	2017	-	Good
4	Harbor Pool	Accommodating ships while they are anchored at the port.	118,000 m	2019	-	Good
5	Pond/River Depth	-	4 m	2018, 2019	-	Good

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6	Shipping Route	To direct ships that will leave/enter the port pool	5 Ha	2018, 2019	-	Good
7	Complex Road	-	2 km	2015	-	Good
8	Drainage	Natural place for the disposal of water masses	600 m	2016	2019	Good
9	Land	-	59.8 Ha	-	-	Good
10	Wave Breaker	Partial reflection reduces wave energy and also breaks waves on structures. .	2635 m	2014, 2015, 2016, 2017	2016	Good
11	Revetment	Protecting the coast from erosion and wave runoff	320 m	2017, 2019	-	Good
12	Surrounding Fence	As a territorial boundary	600 m	-	-	Good

Source: Data Processing

Functional Facilities

Functional facilities have the service facilities needed in the port area which include fuel supply, navigation assistance, fish handling and management, transportation services, communications, repair of fishing nets and so on.

Table 4. Functional facilities of Kutaraja Ocean Fishing Port (PPS)

No	Functional Facilities	Function	Size /Capacity/ Wide	Amount	Year get up	Last Rehab Year	Condition
1	Fish Marketing Place (TPI) I	A place to help fishermen sell fish quickly, affordably and accommodate fishermen's catches.	1665 m	1 Unit	2013	2015-2019	Good
2	Fish Marketing Place (TPI) II		-	2 Unit	2015	-	Good
3	Fish Marketing Place (TPI) III		-	3 Unit	2016	-	Good
4	Telephone	Communication tool	-	1 Device	2006	-	Good
5	Internet	Means of connectivity and communication; access to information, knowledge	-	1 Device	2015	-	Good
6	Radio Communication	Coordination of supervision of fisheries activities to improve performance.	-	1 Device	2016	-	Good
7	Shipping Signs	Safe boundaries for navigation indicating the division of ship traffic. identifying different activities and/or areas.	-	3 Unit	2019	-	Good
8	Beacon Light	To facilitate the entry and exit of ships at night	-	3 Unit	2014, 2017	2017	Good

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9	Pontoon (Dredging Vessel)	For the excavation process or operation carried out under water.	-	1 Unit	2019	-	Good
10	Clean Water Tank	Clean water reservoir	-	150 KL	-	-	Good
11	BBM Installation	Fuel provider for fishermen	-	1 Unit	2016	-	Good
12	Electrical installation	Electricity provider	-	PLN Network	2018	-	Good
13	Water Tanker Truck	-	-	1 Unit	2019	-	Good
14	Truck Car	-	-	1 Unit	2017	-	Good
15	Long Arm (Beko)	A rake tool to prevent shallowing	-	1 Unit	2016	-	Good
16	Pier Protective Roof	Protective equipment	150 m2	150 m2	2019	-	Good
17	Dock/Slipway	A place where ship maintenance is carried out, such as checking and repairing paint damage and cleaning the lower part of the ship's hull.	-	1 Unit	-	-	Good
18	Workshop	Repairing existing equipment at the fishing port	-	1 Unit	-	-	Good
19	Fishery Product Handling and Processing Warehouse	Storage	30 m2	18 Packing Warehouse Units + 3 UPI Units	2012	-	Good
20	ES Warehouse	Ice Storage Place	-	8 Unit	2016,2017	-	Good
21	Transportation	Mobility tools	-	3 Unit	-	-	Good
22	Wastewater Treatment Plant (WWTP)	Reducing water pollution by removing contaminants from wastewater, so that the resulting effluent can be reprocessed into clean water that is safe to be discharged into the environment.	440 m2	440 m2	2015	2017	Good
23	Trash Container	Helps simplify waste management for businesses	-	4 Unit	2019	-	Good
24	Basket Storage Place	Fish storage container	170 m2	170 m2	2017	-	Good
25	Hydrant	A fire protection system that uses	-	2 Unit	-	-	Good

		pressurized water as its medium.	-	2 Places	-	-	Good
26	Parking lot	A resting place for motorists.	200 m3	3 Unit	-	-	Good
27	Reservoir	Balancing between water production and use	-	1 Unit	2018	-	Good
28	Heavy Equipment Warehouse	Heavy equipment storage area	-	-	-	-	Good
29	SKIPM/Quarantine	Efforts to prevent the entry and spread of pests and diseases					

Source: Primary Data

Supporting facilities for the Kutaraja Ocean Fishing Port (PPS)

Supporting facilities help provide port facilities which include government functions, worship, security, operator mess (boarding house), services and toilets.

Table 5. Supporting Facilities for Kutaraja Ocean Fishing Port (PPS)

No	Supporting Facilities	Function	Amount	Size/ Capacity/ Area	Year of Build	Rehab Year	Condition
1	Thermoking Car	Refrigerated car	3 Unit	-	-	-	Good
2	Gate	Place marker	2 Unit	-	2015	-	Good
3	Fishermen's Meeting Hall	Place for discussion	1 Unit	-	-	-	Good
4	prayer room	Worship place	1 Unit	100 m2	2014, 2015	2017	Good
5	Bathing, Washing and Toilet Facilities (MCK)	A shared public facility	3 Unit	-	2015	-	Good
6	Shop (Fisherman's Kiosk)	-	19 Unit	-	-	-	Good
7	Guardhouse	Patrol place	2 Unit	16 m2	-	-	Good

Source: Data Processing

B. Performance And Factors Supporting Performance At Kutaraja Samudera Fishery Port (Pps)

The operational performance assessment of PPS Kutaraja is seen from the five parameters listed in Table 6.

Table 6. Calculation of success value

No	Types of Criteria	Unit Unit	Indicator standards	Realization of Achievement	Success rate (%)	Score	Information

1	Fish production quantity	Tons/year	18,250	26,065	142.82	5	Very good
2	Frequency of ship visits	Ship/year	36,600	12,499	34.15	2	Not good
3	Clean water distribution	Tons/year	366,600	7.171	1.96	1	Very bad
4	Ice Distribution	Tons/year	43,920	21,714	49.44	3	Pretty good
5	Fuel Distribution	Tons/year	36,600	8,568	23.41	2	Not good

Source: Data Processing

C. Strategy To Improve Management Of Kutaraja Ocean Fishery Port Facilities (Pps)

Table 7. Internal Factor Matrix (IFAS)

Internal Factors	Weight	Rating	Score
Internal Strength			
1. Strong organizational structure	0.17	2.94	0.49
2. Human resources with high integrity	0.17	3.00	0.50
3. Operational facilities and infrastructure	0.17	3.02	0.51
4. Adequate administrative services	0.17	3.18	0.55
5. There are employee disciplinary rules	0.16	2.80	0.40
6. Availability of fishermen's extension office/field	0.16	2.88	0.47
Total Power Score			2.97
Internal Weaknesses			
1. Insufficient quantity of human resources	0.17	2.82	0.48
2. Lack of quality of human resources	0.17	2.76	0.47
3. Port security	0.17	2.80	0.48
4. Quantity of human resources for weathering management	0.17	2.70	0.45
5. There is damage to facilities at the port	0.16	2.58	0.42
6. Construction costs	0.16	2.52	0.40
Weakness Score Total			-2.70
Total	1		

Source: Data Processing

Table 8. External Factor Matrix (EFAS)

External Factors	Weight	Rating	Score
External Opportunity			
1. A suitable port area is available	0.17	2.94	0.49
2. Open market access	0.17	3.10	0.53
3. Opening up of local fish processing industry	0.17	3.12	0.54
4. As a Minapolitan area	0.16	2.76	0.44
5. Central government support for development Harbor	0.16	2.84	0.46
6. Local government support for port development	0.17	3.02	0.51

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Total Score Opportunities			2.97
External Threats			
1. Lack of support from stakeholders	0.16	2.46	0.39
2. Port safety and health	0.16	2.40	0.38
3. Economic turnover slows down	0.16	2.46	0.39
4. Unpredictable natural/weather factors	0.21	3.52	0.74
5. Fish Resource Deficit	0.16	2.36	0.37
6. Pressure in the port environment like thuggery	0.16	2.38	0.38
Threat Score Total			-2.64
Total	1		

Source: Data Processing

Based on the SWOT scoring calculation, scores are obtained for internal and external factors. Then the scores are entered into the grand strategy matrix or SWOT quadrant. The calculation of determining the strategy used is as follows:

$$\left(\frac{\sum skor\ kekuatan - \sum skor\ kelemahan}{2} ; \frac{\sum skor\ peluang - \sum skor\ rancangan}{2}\right)$$

Determining the SWOT Quadrant =$\left(\frac{2,97-2,70}{2}\right)$; $\left(\frac{2,97-2,64}{2}\right)$

Determination of SWOT Square: 0.14; 0.16.

Determining the SWOT Quadrant: in Quadrant I

The meaning of quadrant I isstrategyi which must be applied in this condition is to support an aggressive growth policy (Growth Oriented Strategy).

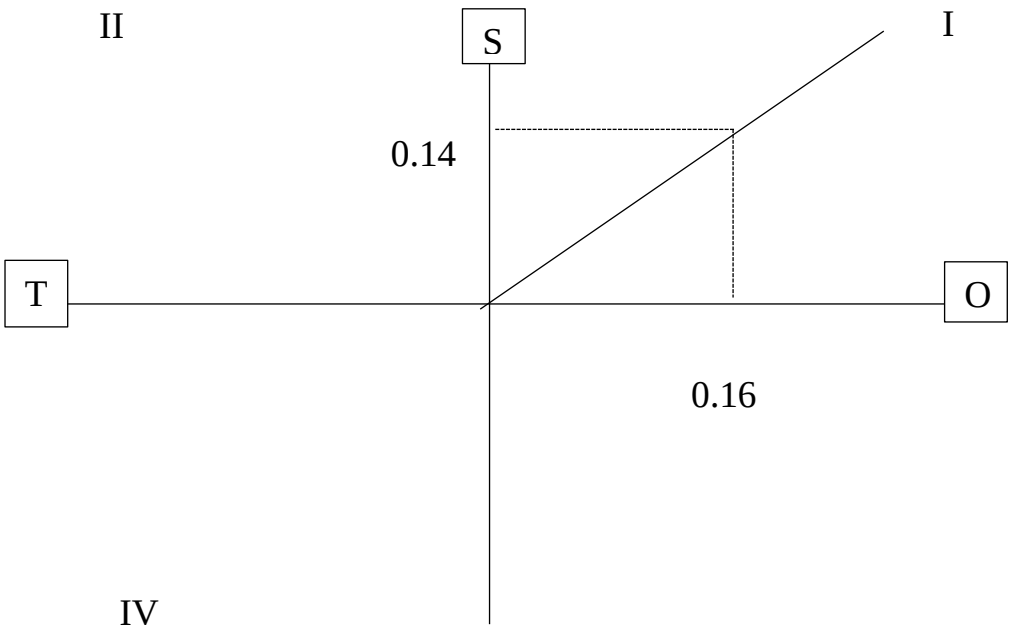

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Figure 1. Quadrant Analysis of PPS Kutaraja Development Strategy
Source: Data Processing

3. Result and Discussion

A.Kutaraja Ocean Fishery Port Facilities (PPS)

Based on the results of the research conducted, it shows that Kutaraja Ocean Fishing Port is included in the good criteria, by meeting the complete facility standards. According to the Regulation of the Minister of Maritime Affairs and Fisheries Number 16/MEN/2006, the port must be able to function well, namely being able to protect ships that are anchored and operating in the port area, then the facilities must be able to fulfill their functions. The condition of the facilities shows that the facilities at the Kutaraja PPS are related to the policy on the criteria for developing Fishing Port facilities which include: (1) the need to fulfill the target capacity of the facility, according to the calculation results when the feasibility study was prepared (benchmark data); (2) the need for strong indications of an increase (urgent program); and (3) the need for political strategies, specifically budget politics to increase investment for the maintenance and development of fishing port facilities.

Performance And Factors Supporting Performance At Kutaraja Samudera Fishery Port (Pps)

Fish Production at PPS Kutaraja

Based on the calculation results, the success rate of fish production at PPS Kutaraja reached 142% with a score of 5 (Table 6). The amount of fish production at PPS Kutaraja was 26,065,151 kg/year or 26,065 tons/year. In 2023, the production of fish landed at PPS Kutaraja was very good, because it had reached the indicator limit set in PERMEN KP Number PER.08/MEN/2012 where the fish landed should have reached a minimum of 18,250 tons/year (Table 1). The dominant fish production in 2023 landed at PPS Kutaraja were skipjack, kambing-kambing, layang, lisong, selar, siro, sunglir, komo tuna, chiral tuna and tuna (Yellow fin). According to Sitohang et al., (2023) the condition of port facilities, port management, mooring time and weather conditions, loading and unloading agents, number of catches, size of ship, and equipment used during landing are just some of the factors that can affect the level of efficiency of fish landings.

Frequency of Ship Visits

Based on data from PPS Kutaraja in 2023, the frequency of ship visits at PPS Kutaraja was 12,499. Activities at PPS Kutaraja have been running quite smoothly and several facilities at PPS Kutaraja are quite adequate, so that many ships come to moor at PPS Kutaraja. When compared to the number of ship visits at PPS Nizam Zachman Jakarta, it is smaller, reaching 3,276 times/year (Sari, 2019). The frequency of ship visits at PPS Kutaraja only got a score of 2 with a success rate of 34.15% (Table. 6). According to PERMEN KP Number PER.08/MEN/2012 for the PPS type, the value of ship visits at PPS Kutaraja is still far from the minimum parameter limit set by the Ministry of Maritime Affairs and Fisheries for the type of Ocean Fishing Port (PPS) which should get 36,600 visits.

Provision of sea supplies of clean water, ice and fuel

a. Clean Water

The provision of clean water needs at PPS Kutaraja comes from fresh water sources (drilled wells) owned by PPS Kutaraja and the regional drinking water company (PDAM). The

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need for clean water at PPS Kutaraja in 2023 is 8,568,420 liters/year or 8,568 tons/year (Table 6). When compared to PPS Nizam Zachman Jakarta, the distribution of the amount of clean water needs is much superior at 446,362 tons/year.

b. Ice

The ice production at PPS Kutaraja is provided by the block ice factory PT. Aceh Lampulo Jaya which was established in 2014. The amount of ice needed in 2023 is 21,714,100 kg/year or 21,714/ton/year, the increase in ice needs due to the increase in ships docking at PPS Kutaraja and the increase in fish production at PPS Kutaraja. When compared to PPS Nizam Zachman Jakarta, the distribution of the amount of ice needs is much superior, namely 41,266 tons/year.

c. BBM

Fuel is one of the important factors in supporting the fishing process and one of the determining factors for fishermen's profits (Muchlisan, 2012). The amount of fuel supply at PPS Kutaraja in 2023 is 7,171,149 liters/year or 7,171 tons/year. When compared to PPS Nizam Zachman Jakarta, it has succeeded in distributing fuel for the needs of sea supplies which reaches 81,601 tons/year. Of the three sub-parameters, each has a score and success value, clean water is 1.96% with a score of 1, ice is 49.44% with a score of 3, fuel is 23.41% with a score of 2. It is known that the need for sea supplies distributed by the Kutaraja PPS does not all reach the indicator value set by the Director General of Capture Fisheries No.432/DPT3/OT.220.D3/I/2008 for the type of Ocean Fishing Port (PPS), even for the sub-parameters of fuel and clean water are very far from the indicators that have been set, each sub-parameter should distribute a minimum of 366,000 tons/year for clean water distribution and 36,000 tons/year for fuel distribution

C.Strategy To Improve Management Of Kutaraja Ocean Fishery Port Facilities (Pps)

Based on the results of the SWOT analysis above and the determination of the grand strategy, the strategy for improving the management of the Kutaraja Ocean Fishing Port facilities is in Quadrant I. This strategy is implemented based on a very favorable situation with the opportunities and strengths that are owned so that it can take advantage of existing opportunities. The strategy in quadrant I, namely the SO strategy matrix, aims to mobilize all internal strengths by utilizing external opportunities. The strategies that can be taken in quadrant I can be seen in Table 7 of the SWOT matrix below.

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Table 4.7 SWOT Matrix

	INTERNAL FACTORS			
EXTERNAL FACTORS	**STRENGTHS (S)**		**WEAKNESSES (W)**	
	1. Strong organizational structure 2. Human resources with high integrity 3. Operational facilities and infrastructure 4. Adequate administrative services 5. There are employee disciplinary rules 6. Availability of fishermen's extension office/field		1. Professional HR Staff 2. Quality of human resources 3. Port security 4. Quantity of human resources for weathering management 5. There is damage to facilities at the port 6. Construction costs	
OPPORTUNITIES (O)	**SO STRATEGY**		**WO STRATEGY**	
	A very profitable position is the strategy take advantage of existing opportunities by deploying all strengths		Taking advantage of existing opportunities by minimize weaknesses	
1. Port area available sufficient and appropriate	S1,O1	The availability of a large and suitable port area and a strong organizational structure are the main factors in the success of PPS Kutaraja.	W1,O1	Increasing professional human resources in the large port area to improve the quality of catch production
2. Open market access 3. Opening up of industry fishery product processing local catch	S2,O2	The availability of human resources with high integrity will be able to improve the fishery product handling system along with the opening of market access and high consumer demand with the increasing population.	W2,O2	take advantage of wide open market access by improving the quality of human resources so as to increase sales power
4. As an area Minapolitan	S3,O3	The opening of the local capture fisheries processing industry and supported by adequate facilities and infrastructure and administration is the key to advancing fish processing products.	W6,O5	Central government support for improving port facilities such as providing equipment and construction costs
5. Central government support towards development harbor	S5,O5	Government support for port development can be seen from the existence of employee discipline regulations which are continuously maintained so that the company can develop aggressively and profitably.	W5,O5	Government support for improving operational facilities and infrastructure as well as port security through training and provision of equipment
6. Local government support towards development harbor	S6,O4	PPS Kutaraja as a Minapolitan area and the availability of fishermen's extension workers makes it an area with very profitable economic development potential.		
THREATS (T)	**ST STRATEGY**		**WT STRATEGY**	
	Using force to overcome threats		Efforts to minimize weaknesses and avoid threats	

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1. Lack of support and stakeholders	S1,T1	A strong organizational structure can be utilized to gain better support from stakeholders so that PPS Kutaraja can operate well.	W1,T1	The low number of professional human resources and weak support from stakeholders has resulted in unstable port management.
2. Safety and health port work	S2,T2	High integrity human resources make the management of PPS Kutaraja port monitor the safety and health of port workers, and require companies to implement a work safety system.	W2,T2	The level of occupational safety and health at the port needs to be considered to improve the security and production of the PPS Kutaraja fishing port.
3. Economic turnover slow down			W3,T2	Weak port security results in weak supervision of occupational safety and health levels at port locations.
4. Natural/weather factors do not Determined				
5. Resource Deficit Fish	S3,T4	Adequate facilities and infrastructure can be used as an alternative when natural factors/unpredictable weather occur so that the fish supply can still be filled.	W4,T4	The weak quantity of human resources for port management and uncertain natural/weather factors could become serious problems in the development of Kutaraja PPS management in the future.
6. Pressure inside environmental area ports such as gangsterism	S6,T6	The availability of a fishermen's extension office/field should be able to control or overcome pressure within the environmental area such as thuggery so that differences of opinion between the company and the community can be overcome and thuggery can be prevented.	W5,T5	Damage to port facilities can worsen port performance and the SDI deficit will further worsen production quality, so it needs to be addressed immediately.
			W6,T6	Limited development costs coupled with pressure within the port environment, such as strong gangsterism, can reduce the quality and quantity of fish catches and their processing.

Source: Data Processin

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Based on the scoring of the IFAS and EFAS matrices, the SWOT matrix and the determination of the grand strategy that has been carried out for the development strategy of PPS Kutaraja which is in quadrant I, namely the strategy that must be implemented is to support an aggressive growth policy (Growth Oriented Strategy). The strategy for developing and managing PPS Kutaraja facilities is to utilize the availability of a large and appropriate port area and a strong organizational structure as the main factors for the success of PPS Kutaraja, the availability of high-integrity human resources will be able to improve the handling system for fishery products along with the opening of market access and high consumer demand with an increase in population, the opening of the local capture fishery processing industry and supported by adequate facilities and infrastructure and administration is the key to advancing fish processing products, the existence of government support for port development can be seen from the existence of employee discipline rules that are continuously maintained so that the company can develop aggressively and profitably and PPS Kutaraja as a Minapolitan area and the availability of fisheries extension workers is an area with very profitable economic development potential.

4. Conclusion

The condition of the main, functional and supporting facilities at the Kutaraja Ocean Fishing Port (PPS) are all in good condition. Performance at Kutaraja Ocean Fishing Port (PPS) is seen from several parameters such as the amount of fish production, frequency of ship visits, distribution of clean water, ice and fuel. Fish production and ice distribution have entered the very good and fairly good categories with success values of 142% and 49.44%, while the frequency of ship visits is not good enough with a success value of 34.15%, clean water distribution 1.96% and fuel 23.41%. The Strategy for Improving the Management of Kutaraja Ocean Fishing Port (PPS) Facilities based on the results of the SWOT analysis and determination of the grand strategy is in Quadrant I with the SO strategy matrix. This strategy is implemented based on a very profitable situation.with the opportunities and strengths that are available so that they can take advantage of existing opportunities.

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