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MINAPOLITAN AREA DEVELOPMENT STRATEGY IN OGAN KOMERING ULU REGENCY

by
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ABSTRACT
This study aims to identify the internal and external factors involved in the development of the minapolitan area, as well as to analyze the development strategy of the minapolitan area in Ogan Komering Ulu Regency. This research was conducted using the SWOT analysis method (Strengths, Weaknesses, Opportunities, Threats). The results of this study indicate that the internal factors in this study are the availability of abundant water, the existence of the Raksa Jiwa fish seed center (BBI), the availability of labor, and the availability of own land. While the internal factors that become weaknesses are not being able to make their own feed, low community motivation, lack of capital support, low skills of fish farmers, lack of socialization from the government. External factors that become opportunities are government regulations regarding the determination of the minapolitan area of OKU Regency and the potential for higher demand for fish. Meanwhile, external factors that pose a threat are the high price of feed, and the presence of competitors from other regions. The results of the SWOT analysis show that alternative strategies that can be implemented include maximizing the potential of the available resources, optimizing the role of the Raksa Jiwa Fish Seed Center (BBI), optimizing the planning for the use of natural resources by compiling a master plan for the minapolitan area.

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1. INTRODUCTION

Minapolitan area development planning is an effort to utilize land/potential in overcoming problems faced in the management and use of space in the fishery sector. The Decree of the Minister of Maritime Affairs and Fisheries has determined 233 minapolitan areas spread over 33 provinces throughout Indonesia (Decrees of the Minister of Marine Affairs and Fisheries Number 35/Men/2010 and Number 39/Men/2011), one of which is Ogan Komering Ulu Regency. Ogan Komering Ulu Regency is one of 17 regencies/cities in South Sumatra Province. Geographically, Ogan Komering Ulu Regency is located between 103° 25´ to 104°50´ west longitude and 3°40´ to 4°55´ south latitude. Regulations related to the general spatial planning of the region until 2032 have been established through the Regional Regulation of Ogan Komering Ulu Regency Number 12 of 2012 concerning the Regional Spatial Plan (RTRW) of Ogan Komering Ulu Regency of 2012 – 2032.

In the Ogan Komering Ulu Regency Spatial Plan for 2012 – 2032, it is stated that a fishery area is an area designated for aquaculture activities that produce fish ponds, ponds, river waters and others. For the development of this fishery area, the Minapolitan area was developed which includes Pengandonan District as the center and the hinterland areas are Ulu Ogan and Muara Jaya Districts. However, in general, aquaculture designated areas are found in all districts. In this Minapolitan area, the fishery development is freshwater fisheries by utilizing the Ogan river and its tributaries as well as agricultural lands and pond fisheries. Overall, the Minapolitan area covers the

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administrative boundaries of the three sub-districts as the Minapolitan area, which is 106,220 hectares. While the area of cultivation includes the Ogan River channel that crosses the three sub-districts as well as centers for agricultural land or fish ponds. The directive for the development of fishery areas is aimed at increasing the usability and results of the use of space and resources for aquaculture while still paying attention to environmental sustainability.

Besides the Minapolitan area, the distribution of aquaculture activities is almost found in all sub-districts, because there are many watersheds (DAS) both large and small rivers around one Ogan sub-watershed, as well as 61 tributaries that empties into the Ogan River in the Ogan Komering Ulu Regency area. can be used for aquaculture.

The Minapolitan program was built to improve fishery performance according to opportunities and potentials to become a driver of the rural economy. Increased production is a program target to promote fishery business based on specific commodities and strategic locations. Each district/city has its own specific potential and stressors in fisheries development, so it is necessary to build the performance of fisheries programs that differ from one another and depend on specific social, economic, cultural, political and environmental conditions (Damara, 2010).

The purpose of this study was to identify the internal and external factors involved in the development of the minapolitan area, as well as to analyze the development strategy of the minapolitan area in Ogan Komering Ulu Regency.

2. RESEARCH METHOD

The research method used was a survey method and the sampling method used was a simple random sampling method. The research sample taken was 87 people from 165 populations. The research was conducted in March 2022 at Pengandonan District, Ulu Ogan District and Muara Jaya District of OKU Regency, South Sumatera Province.

The data collected includes primary data and secondary data. Primary data will be obtained directly from the sample through direct observation and interviews using questionnaires as a data collection tool. Secondary data is obtained from institutions or agencies with related research including: geographical conditions of the area, population, area, education level, land area, productivity and data related to this research. The data obtained were then completed and tabulated for later analysis in accordance with the research objectives.

To answer the problem formulation, using SWOT matrix analysis. Where the SWOT matrix is a combination of IFAS factors and EFAS factors to form a strategy. The IFAS factors and EFAS factors are related to the development of Minapolitan area in OKU. The next step after obtaining an analysis of the strengths, weaknesses, opportunities and threats in minapolitan area, Ogan Komering Ulu Regency, is as follows:

1. Determining the IFAS and EFAS Faktor Factors
2. Calculating the scoring weights of IFAS and EFAS
3.Analysis Stage

3. RESULTS AND ANALYSIS

In determining the strategy of Minapolitan area development, the internal strategy factor matrix (IFAS) and the external strategic factor matrix (EFAS) are used. The following table presents the internal strategy factors consisting of strength and weakness factors and internal strategy factors consisting of opportunity factors and threat factors. These factors are listed in table 1 below

Tabel 1. IFAS Factor (Internal Factor Analysis Strategy)

Strenght	Weakness
1. Own land 2. Abundant water availability 3. Availability of manpower 4. There is a Mercury Soul Fish Seed Center (BBI)	1. Lack of capital support 2. Low community motivation 3. Not able to make their own feed 4. Low skill of fish farmers 5. Lack of socialization from the government

EFAS Factor (Eksternal Factor Analysis Strategy)

Opportunities	Threats
1. There is a government regulation regarding the determination of the minapolitan area. 2. There is a potential for higher demand for fish	1. The price of feed is expensive 2. There are competitors from other regions

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The results of the calculation of the IFAS and EFAS

Factor weights Calculation of weighting, rating and score can be obtained from the results of the respondent's questionnaire analysis, where each strength factor and weakness factor in the IFAS matrix table is given a score (rating x weight).

a. Internal Environment

Internal environmental analysis is used to determine how much strength and weakness can be obtained from the strategy of Minapolitan area development. This strategy aims to developed the Minapolitan area, so that the focus in developing Minapolitan area is the strategic factors of strengths and weaknesses in it. Internal factors are identified as things that can affect the development of Minapolitan area in OKU Regency.

Table 2. SWOT analysis of the factors of strength and weakness (IFAS) of Minapolitan area development

IFAS	Point	Rate	Score
Strenght (S)			
1 Own land	0.20	3.00	0.60
2. Abundant water availability	0.28	4.00	1.12
3. Availability of manpower	0.24	3.00	0.72
4. There is a Mercury Soul Fish Seed Center (BBI)	0.28	4.00	1.12
Amount			3.55
Weakness (W)			
1. Lack of capital support			
2. Low community motivation	0.19	3.00	0.57
3. Not able to make their own feed	0.22	4..00	0.88
4. Low skill of fish farmers	0.23	4.00	0.92
5. Lack of socialization from the	0.18	3.00	0.54
government	0.18	3.00	0,31
Amount			3.45

Table 2 shows the highest score for internal factors is strength, namely abundant water availability, and there is a Mercury Soul Fish Seed Center (BBI)which is 1.12 and the highest score for weakness is the fish farmer not able to make their own feed, which is 0.92. A high score indicates a strength that occurs frequently. The strength that will be used is focused on the high score among the other strength factors. The total score for the strength factor is 3.55 and the total score for the weakness factor is 3.45. The highest weakness factors should be prioritized to minimize weaknesses and improve them.

b. External environment

External factors are things that cannot be controlled by fish farmer which consist of opportunities and threats in developing minapolitan area in Ogan Komering Ulu Regency. External parties are the Regional Government, the Agriculture Service of Ogan Komering Ulu Regency, and competitors. External factors identified in the form of supportive agro-climatic and geomorphological conditions, high demand for coffee, local governments that provide support, local, domestic and international markets are still wide open and other external factors that provide opportunities and threats developing minapolitan area in Ogan Komering Ulu Regency. The external party is the local government, in this case the Department of Agriculture. The results of the analysis of the external environment of the opportunity and threat factors for developing minapolitan area in Ogan Komering Ulu Regency are shown in Table 3 below.

Table 3. SWOT Analysis of internal and external environment

EFAS	Point	Rate	Score
1. There is a government regulation regarding the determination of the minapolitan area.	0.56	4.00	2.24
2. There is a potential for higher demand for fish	0.44	3.00	1.32
Amount			3.56

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Threat (T)			
1. The price of feed is expensive	0.51	3.00	1.53
2. There are competitors from other regions	0.48	3.00	1.44
Amount			2.97

After obtaining the results of the calculation of the scoring weights and being included in the SWOT matrix diagram, it turns out that the strategy for developing minapolitan area is in Quadrant I, as shown in Figure 2 below:

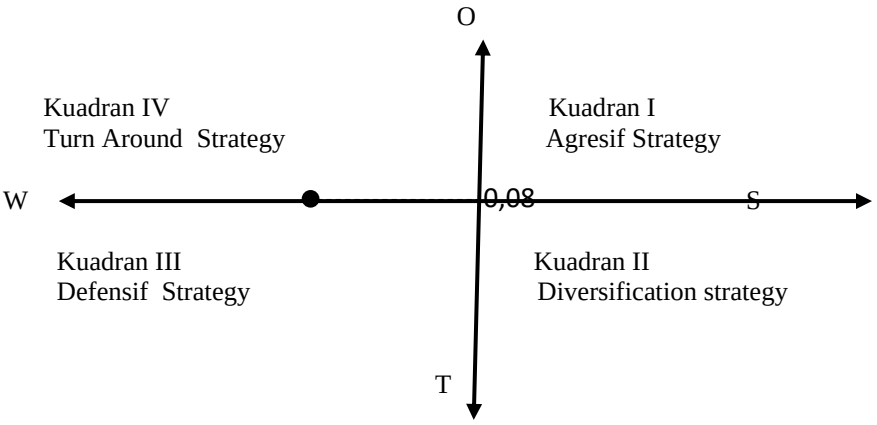

Figure 2. SWOT diagram

The results of the study in the form of a strategy to developing in Ogan Komering Ulu Regency are shown in Figure 3 in the form of the following SWOT matrix:

IFAS / EFAS	**Strenght**	**Weakness**
	1. Own land 2. Abundant water availability 3. Availability of manpower 4. There is a Fish Seed Center (BBI)	1. Lack of capital support 2. Low community motivation 3. Not able to make their own feed 4. Low skill of fish farmers 5. Lack of socialization from the government
1. There is a government regulation regarding the determination of the minapolitan area. 2. There is a potential for higher demand for fish	**S-O Strategies** 1. Make maximum use of the potential of the available resources to increase fishery production in order to meet the high demand for fish (S1,S2,S3,O2) 2. Optimizing the role of the Raksa Jiwa Fish Seed Center (BBI) to support the existence of the Minapolitan area (S4,O1) 3. Optimizing the use of natural resources in a sustainable manner by	**W-O Strategies** 1. Take advantage of the high demand for fish to increase community motivation (W2,O2) 2. Conducting socialization to the community about the existence of the Minapoitan area to increase Community motivation (W5,W2,O1) 3. Increase cooperation with capital institutions to increase production to meet the high demand for fish (W1,O2)

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	compiling a master plan for the minapolitan area (S1,S2,O1)	
Threats 1. The price of feed is expensive 2. There are competitors from other regions	**S-T Strategies** 1. Conduct training for fish farmers on feed manufacturing technology to overcome high feed prices (S3,T2) 2. Optimizing the use of BBI Raksa Jiwa to anticipate unstable seed prices (S4,O2)	**W-T Strategies** 1. Conduct training to improve the skills of fish farmers to anticipate the high price of seeds and feed (W4,T1,T2) 2. The high price of feed can motivate fish farmers to be able to make their own feed (W2,W3,T2)

The result of the research shows that there are four possible strategic alternatives, namely Strategic SO (Strenghts-Opportunities), ST Strategy (Strengths-Threats), WO Strategy (Weaknesses-Opportunities) and WT Strategy (Weaknesses-Threats). The four possible strategies above are not used entirely in developing minapolitan area in the research area, but are adjusted to the known positions in the SWOT position matrix. In the research area, the right strategy used in this position is the Agresive strategy. The Agresive strategy is a strategy that focuses on the SO (Strenght-Opportinities) strategy, which is to maximise the strenght by taking advantage of opportunities. So that the appropriate strategies used in debeloving minapolitan area are:

1. Maximize the potential of the available resources to increase production to meet the high demand for fish (S1,S2,S3,O2)
2. Optimizing the role of the Raksa Jiwa Fish Seed Center (BBI) to support the existence of the Minapolitan area (S4,O1)
3. Optimizing planning for the use of natural resources in the minapolitan area by compiling a master plan for the minapolitan area (S1,S2,O1)

The alternative strategy (S-O) produced in this study is in line with Agus Dwi Nugroho's research (2019) which states that the main strength of minapolitan development in Cilacap Regency is good natural conditions and good human resources. To improve the performance of the Minapolitan area, Cilacap Regency needs to implement an S-O strategy through strengthening fisheries institutions and regenerating human resources.

The four alternative strategies above are not used entirely in the development of the minapolitan area in the research area. The strategy used is chosen based on the position that has been determined in the SWOT Analysis Matrix. In this study, the results of weighting, rating, and scoring indicate the point of tangency to the coordinates in quadrant I. This position is a very favorable situation. The OKU Regency area has strengths and opportunities that can be utilized for the development of the minapolitan area. The strategy that must be applied in this condition is to support aggressive growth (Growth Oriented Strategy).

The strategies that are more appropriate to be used in the development of the Minapolitan area in OKU Regency are: (1) Maximizing the potential of the available resources including the existence of own land, abundant water availability, and the presence of labor to increase production to meet the high demand for fish (S1,S2,S3,O2); (2) Optimizing the role of the Raksa Jiwa Fish Seed Center (BBI) to support the existence of the minapolitan area (S4,O1); (3) Optimizing the planning for the use of natural resources in the minapolitan area by compiling a master plan for the minapolitan area (S1,S2,O1).

4. CONCLUSION

Internal Factors (IFAS) and External Factors (EFAS) in the development of the Minapolitan Area in OKU Regency are: availability of abundant water, presence of Fish Seed Center (BBI), availability of labor, own land, not able to make their own feed, low community motivation, lack of capital support, low skill of fish farmers, lack of socialization from the government, the existence of government regulations regarding the determination of the minapolitan area, and the potential for higher demand for fish, the price of feed is expensive, and there are competitors from other areas.

The strategy of minapolitan area development in OKU Regency is: maximize the potential of the resources owned, including the presence of own land, abundant water availability, the presence of labor to increase production to meet the high demand for fish, optimizing the role of the Raksa Jiwa Fish Seed Center (BBI) to support the existence of the Minapolitan area, and optimizing the planning for the use of natural resources in the minapolitan area by compiling a master plan for the minapolitan area.

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