

## ABSTRAK

Garam salah satu yang berperan penting bagi industri seperti pengolahan makanan, budidaya, kesehatan, manufaktur, pengolahan air, dan industri lainnya. Produksi garam di Kabupaten Cirebon telah mengalami perubahan signifikan tetapi laju produktivitas mengalami fluktuatif. Beberapa masalah muncul dalam memproduksi garam, seperti mutu kualitas garam, harga, penggunaan teknologi, tenaga kerja, modal, iklim, impor garam, peralihan lahan.

Pemberdayaan Usaha Garam Rakyat (PUGAR) adalah usaha yang dilakukan untuk memproduksi garam dengan kualitas dan kualitas sesuai standar bahan baku industri. Program ini dikategorikan sebagai program strategis nasional untuk kesejahteraan petambak garam. Pemerintah berpusat peningkatan produksi garam, tetapi secara keseluruhan perlu diteliti kembali. Oleh karena itu, PUGAR di Kabupaten Cirebon belum optimal mewujudkan swasembada garam. Tujuan penelitian ini adalah untuk mengidentifikasi akar permasalahan pada usaha garam rakyat di Kabupaten Cirebon. Untuk mengidentifikasi stakeholder yang terlibat pada usaha garam rakyat di Kabupaten Cirebon. Untuk peran stakeholder pada usaha garam rakyat di Kabupaten Cirebon.

Penelitian ini dilaksanakan di Kabupaten Cirebon, salah satu daerah sentra produksi garam untuk memenuhi kebutuhan garam nasional. Sasaran penelitian ini adalah Dinas Kelautan dan Perikanan, dan Petambak Garam Rakyat penerima bantuan PUGAR. Pengambilan data dilaksanakan pada bulan Oktober 2019 sampai Desember 2019. Studi ini menggunakan pendekatan deskriptif kualitatif. Pengumpulan data dilakukan dengan wawancara semi terstruktur, dan analisis dokumen. Metode analisis data yang digunakan yaitu analisis ROMA.

Hasil penelitian bahwa kebijakan PUGAR di Kabupaten Cirebon salah satu program PNPM Mandiri Kementerian Kelautan dan Perikanan yang difokuskan untuk meningkatkan kesejahteraan petambak garam. Namun permasalahan yang timbul dari adanya Program PUGAR meliputi tentang harga garam, gesekan sosial antar petambak garam, kesenjangan bantuan, tenaga kerja, biaya tambahan, pemasaran dan adanya tengkulak, keterbatasan teknologi dan alih fungsi lahan garam. Upaya solusinya berupa regulasi harga garam, kepastian pemasaran, dan koperasi khusus usaha garam di setiap kecamatan.

## ABSTRACT

*Salt plays an important role in industries such as food processing, cultivation, health, manufacturing, water treatment, and other industries. Salt production in Cirebon Regency has undergone significant changes but the productivity rate has fluctuated. Several problems arise in producing salt, such as salt quality, price, use of technology, labor, capital, climate, salt imports, land conversion.*

*People's Salt Business Empowerment (PUGAR) is an effort made to produce salt with quality and quality according to industrial raw material standards. This program is categorized as a national strategic program for the welfare of salt farmers. The government is focused on increasing salt production, but overall it needs to be re-examined. Therefore, PUGAR in Cirebon Regency has not been optimal in realizing salt self-sufficiency. The purpose of this study was to identify the root cause of the people's salt business in Cirebon Regency. To identify the stakeholders involved in the people's salt business in Cirebon Regency. For the role of stakeholders in the people's salt business in Cirebon Regency.*

*This research was conducted in Cirebon Regency, one of the centers of salt production to meet the national salt demand. The targets of this research are the Department of Maritime Affairs and Fisheries, and People's Salt Farmers who are the recipients of PUGAR assistance. Data collection was carried out from October 2019 to December 2019. This study used a qualitative descriptive approach. Data was collected by means of semi-structured interviews and document analysis. The data analysis method used is ROMA analysis.*

*The results of the study show that the PUGAR policy in Cirebon Regency is one of the PNPM Mandiri programs of the Ministry of Maritime Affairs and Fisheries which is focused on improving the welfare of salt farmers. However, the problems that arise from the PUGAR Program include the price of salt, social friction between salt farmers, gaps in assistance, labor, additional costs, marketing and the presence of middlemen, technological limitations and the conversion of salt land. The solution efforts are in the form of regulation of salt prices, marketing certainty, and special cooperatives for salt businesses in each sub-district..*