

ABSTRAK

Program Pengembangan Kampung Bandeng Terpadu merupakan salah satu program prioritas Kementerian Kelautan dan Perikanan. Tujuannya selain meningkatkan produksi ikan, juga diharapkan menjadi alternatif usaha bagi masyarakat. Diharapkan mampu meningkatkan kesejahteraan ekonomi masyarakat. Pandemi Covid-19 telah memberikan tekanan kuat terhadap ekonomi masyarakat, termasuk sektor perikanan. Oleh karena itu, Program ini juga diarahkan dalam rangka upaya pemulihan ekonomi nasional. Program Pengembangan Kampung Bandeng Terpadu sudah berjalan sejak awal Januari tahun 2021. Sebagai upaya dalam menerapkan konsep perencanaan yang baik, maka diperlukan penelitian terkait dampak dari program ini secara komprehensif. Oleh sebab itu, penelitian ini akan membahas mengenai sejauhmana program mampu memberikan dampak terhadap peningkatan produktivitas, kesejahteraan masyarakat, serta peningkatan struktur ekonomi pembudidaya. Selain itu untuk mengetahui Nilai Tukar Pembudidaya ikan (NTPi) di Desa Ujungwatu, Kecamatan Donorojo. Penelitian ini menggunakan pendekatan penelitian kuantitatif. Teknik pengumpulan data berupa metode survey melalui wawancara dan observasi. Hasil penelitian menunjukkan bahwa terdapat dua Nilai Tukar Pembudidaya ikan (NTPi) di Desa Ujungwatu. Pertama NTPi untuk kelompok yang menerima bantuan kincir air dari BBPBAP yaitu sebesar 144,04. Kedua NTPi untuk kelompok yang belum menerima bantuan kincir air yaitu sebesar 128,05. Kemudian secara keseluruhan Program Pengembangan Kampung Bandeng Terpadu ini belum berdampak secara signifikan terhadap: produktivitas budidaya, pendapatan dan nilai tambah ekonomi pembudidaya, serta daya beli pembudidaya.

Kata kunci: Program Pengembangan Kampung Bandeng Terpadu, Desa Ujungwatu, Ikan Bandeng, Nilai Tukar Pembudidaya Ikan (NTPi).

ABSTRACT

The Integrated Milkfish Village Development Program is one of the priority programs of the Ministry of Maritime Affairs and Fisheries. The aim is besides increasing fish production, it is also expected to become an alternative business for the community. It is expected to be able to improve the economic welfare of the community. The Covid-19 pandemic has put strong pressure on the community's economy, including the fisheries sector. Therefore, the Integrated Milkfish Village Development program is also directed in the context of efforts to elect the national economy. The Integrated Milkfish Village Development Program has been running since the beginning of 2021. As an effort to apply the concept of good planning, comprehensive research is needed regarding the impact of this program. Therefore, this study will discuss the extent to which the program is able to have an impact on increasing productivity, community welfare, and improving the economic structure of cultivators. In addition to knowing NTPi in the income of fish cultivators in Ujungwatu Village, Donorojo District. This study uses a quantitative research approach. Data collection techniques in the form of survey methods through interviews and observation. The results showed that there were two fish cultivator exchange rates (NTPi) in Ujungwatu Village. The first NTPi for the group that received water wheel assistance from BBPBAP was 144,04. The second NTPi for groups that have not received water wheel assistance is 128,. Then as a whole the Integrated Milkfish Village Development Program has not had a significant impact on: cultivation productivity, farmers' income and economic added value, and farmers' purchasing power.

Key words : *Integrated Milkfish Village Development Program, Ujungwatu Village, , Milkfish, Fish Cultivator Exchange Rates (NTPi).*