

# THE DEVELOPMENT STRATEGY OF THE REGIONAL FISHERY PORT I CAROCOK TARUSAN IN WEST SUMATRA PROVINCE IN IMPLEMENTING THE FUNCTION OF A FISHERY PORT

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## ABSTRACT

This research was conducted in October and November 2022. The research aims to identify problems in the implementation of fisheries port functions in the Regional Fishery Port I Carocok Tarusan and to find solutions in the form of strategies that must be implemented so that the Regional Fishery Port I Carocok Tarusan can apply all fisheries port functions in accordance with Ministerial Regulation No. 08/MEN/2012. The method used is a survey method. The data collected in this research relate to the implementation of fisheries port functions under Ministerial Regulation No. 08 of 2012 at the Regional Fishery Port I Carocok Tarusan. Data analysis was carried out descriptively by examining the conformity of the functions of the Regional Fishery Port I Carocok Tarusan with Ministerial Regulation No. 08 of 2012. Furthermore, a SWOT analysis was conducted to identify strategies to implement so that these functions can be carried out at the Regional Fishery Port I Carocok Tarusan. The results of the study indicate that out of the 9 functions that have been established, only a few functions have been implemented by Regional Fishery Port I Carocok Tarusan, including the function of providing services for mooring and anchoring of fishing boats, the function of fish loading and unloading services, the function of fish marketing and distribution, the function of providing logistics and supplies for fishing vessels, the function of marine tourism, and the function of providing and/or other services in accordance with the applicable laws and regulations. The results of the SWOT analysis show that the position of Regional Fishery Port I Carocok Tarusan is in quadrant III; therefore, a turnaround W-O (Weaknesses-Opportunities) strategy is needed to minimize weaknesses and take advantage of opportunities.

**Keywords:** Port Functions, Regional Fishery Port I Carocok Tarusan, SWOT

## 1. INTRODUCTION

The Regional Fishery Port I Carocok Tarusan is one of three fishery ports in West Sumatra Province. The Regional Fishery Port I Carocok Tarusan was built in 1997 under the name "Fish Landing Base" with an area of 2.19 ha. Along with the development of activities and facilities, " Fish Landing Base " was transformed into a Coastal Fishery Port and inaugurated by the Minister of Marine Affairs and Fisheries in 2003<sup>1</sup>.

Given the importance of fishery ports, it is essential to manage them properly in

accordance with the government-designated functions. According to Ministerial Regulation No. 08/MEN/2012, a fishery port is a port that specifically accommodates fishery activities, including production, processing, and marketing. The functions of fishery ports based on Ministerial Regulation No. 08/MEN/2012 are as follows: (1) Service for mooring and anchoring of fishing vessels; (2) Unloading and loading service of fish; (3) Service for processing fishery products; (4) Marketing and distribution of fish; (5) Utilization of

facilities and land in fishery ports; (6) Service for repair and maintenance of fishing vessels; (7) Logistic and supplies service for fishing vessels; (8) Marine tourism; (9) Provision and/or service of other services in accordance with legislation and regulations.

Of the nine functions of the fishery port, only six have been implemented in 2022 at the Regional Fishery Port I Carocok Tarusan, while the other three have not yet been implemented. Even the six functions currently in operation still have some fishery port functions that are not optimal. This is suspected to be due to the presence of other fishing landing sites or fish landing points around the Regional Fishery Port I Carocok Tarusan. The fishery port functions that are highly influential in the existence of fish landing sites are fish unloading and fish marketing, and fish distribution.

Lubis<sup>2</sup> explains that several fishing bases in a region will create competition if there is no regulation due to differences in facilities, prices, and fish quality. Suherman<sup>3</sup> states that every fishing port must have a proper development strategy to have a clear direction in achieving desired goals. The development of fishing ports is based on the objectives of increasing fish production, optimizing the utilization of marine resources, and promoting the economic development of fishing communities, ultimately increasing fishermen's income at the Regional Fishery Port I Carocok Tarusan.

This research aims to identify problems in implementing the functions of fisheries ports at Regional Fishery Port I Carocok Tarusan and to develop a development strategy for Regional Fishery Port I Carocok Tarusan to implement these functions.

## 2. RESEARCH METHOD

### Time and Location

The research was conducted from October 10 to November 4, 2022, at the

Fisheries Port of Region I Carocok Tarusan, West Sumatra Province.

### Method

The research method used in this study is a survey method. In this study, 33 respondents are needed. The division of respondents is divided into three groups, consisting of 4 people from the Regional Technical Implementation Unit, Regional Fishery Port I Carocok Tarusan, 2 people from the traditional fish landing site group, 1 person each in Batu Kalang and Muaro, and 27 fishermen, divided into fishermen in Regional Fishery Port I Carocok Tarusan, fishermen at the traditional fish landing site in Batu Kalang, and fishermen at the traditional fish landing site in Muaro.

### Procedures

The data collected in this study relate to the implementation of the functions of the Regional Fishery Port I Carocok Tarusan based on PERMEN-KP Number 08 of 2012. The data was obtained through a survey conducted at the research location and interviews with respondents using a questionnaire. In addition, data were obtained through a literature review, including all information relevant to this research from libraries, relevant agencies, literature studies, company data, the internet, and other sources. The collected data is presented in the form of narratives, tables, and figures.

### Data Analysis

The data analysis was conducted descriptively by examining the compliance of the Regional Fishery Port I Carocok Tarusan with PERMEN-KP Number 08 of 2012. Furthermore, a SWOT analysis was conducted to identify the strategies to be implemented to carry out these functions at PPW I Carocok Tarusan.

Based on Minister of Marine Affairs and Fisheries Regulation No. 08 of 2012 on Fisheries Port, PPW I Carocok Tarusan must meet the requirements as listed in Table 1.

**Table 1.** Analysis of compliance with the criteria of Fishery Port functions based on Minister of Marine Affairs and Fisheries Regulation No. 08 of 2012 regarding Fishery Ports

No	Function of Fishery Port	Criteria of PERMEN-KP No. 08/MEN/2012	Condition of PPW I Carocok Tarusan	Description
1.	Fishery vessel mooring and berthing services	Able to serve fishing vessels engaged in fishing activities in Indonesian waters Having mooring and berthing facilities for fishing vessels with a size of at least 10 GT Able to accommodate at least 30 fishing vessels or a total of at least 300 GT	Yes/No Explanation: <input type="checkbox"/>	Implemented/ Not yet implemented
2.	Fish loading and unloading	Existence of fish unloading and marketing activities, with an average of 5 tons per day of fishery products	Yes/No Explanation: <input type="checkbox"/>	Implemented/ Not yet implemented
3.	Fishery product processing service	There are fish processing industries and other supporting industries	Yes/No <input type="checkbox"/>	Implemented/Not yet implemented
4.	Marketing and distribution of fish	There are fish unloading and marketing activities, with an average of 5 tons of fishery products per day.	Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/>	Implemented/Not yet implemented
5.	Utilization of facilities and land in the fishery port	The length of the pier is at least 100 m Minimum depth of the pool is at least -2 m Utilizing and managing land of at least 5 ha	Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/> Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/> Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/>	Implemented/Not yet implemented
6.	Services for the repair and maintenance of fishing vessels	The availability of services for the repair and maintenance of fishing vessels	Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/>	Implemented/Not yet implemented
7.	Logistics and provisions services for fishing vessels	The availability of logistics and provisions services for fishing vessels	Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/>	Implemented/Not yet implemented
8.	Marine tourism	Existence of marine tourism in the Fishery Port	Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/>	Implemented/Not yet implemented
9.	Provision and/or other services in accordance with the regulations	Existence of other services provided outside of fisheries activities at the fishery port in accordance with the laws and regulations	Yes/No <input type="checkbox"/> Explanation: <input type="checkbox"/>	Implemented/Not yet implemented

SWOT analysis is used to examine the strengths, weaknesses, opportunities, and threats in the development of the functions of the Regional Fishery Port I Carocok Tarusan. According to Rangkuti<sup>4</sup>, SWOT analysis is a systematic way to identify factors to formulate development strategies. SWOT analysis is based on the principle of maximizing strengths and opportunities while minimizing weaknesses and threats. Through SWOT analysis, the strategies to be implemented by the Regional Fishery Port I

Carocok Tarusan are determined to improve the port's operations.

### 3. RESULT AND DISCUSSION

#### The Implementation of the Fisheries Port Function

Based on Minister of Marine Affairs and Fisheries Regulation No. 08 of 2012, Regional Fishery Port I Carocok Tarusan in Pesisir Selatan regency is classified as class C or known as a Coastal Fishery Port. The technical criteria for Coastal Fishery Port include the ability to serve fishing vessels

engaged in fishing activities in Indonesian waters, having berthing facilities for fishing vessels with a minimum weight of 10 GT, a minimum dock length of 100 m, with a minimum pool depth of minus 2 m, able to accommodate at least 100 fishing vessels or a total of at least 30 fishing vessels or a total of at least 300 GT of fishing vessels. The operational criteria include fish loading and unloading activities, the marketing of an average of 5 tons of fish per day, and the presence of fish processing and other supporting industries. To get a complete, more detailed picture of each criterion for each function at the Regional Fishery Port, I, Carocok Tarusan, please refer to the following explanation.

The fishing fleet at Regional Fishery Port I Carocok Tarusan conducts fishing activities in Indonesian waters, specifically in fishing grounds located approximately 40 nautical miles away from the fishing base in the waters of western Sumatra, which is part of the Indonesian Exclusive Economic Zone (WPPNRI 572). The facilities provided by the Regional Fishery Port I Carocok Tarusan for berthing and mooring of fishing vessels are a dock and a port pool. The dock at Regional Fishery Port I Carocok Tarusan is 100 meters long and 2,000 m<sup>2</sup> in area, capable of accommodating fishing fleets weighing between 5 GT and 30 GT, with a total of 107 units as of October 2022. The port pool has a depth of 3 m and an area of 30,000 m<sup>2</sup>. The port pool, located in the naturally formed bay waters, has a depth of 5-10 m and relatively small wave conditions, accommodating fishing fleets with gross tonnage of 5-30. At the time of the research, retaining walls were being constructed, and the dock was being expanded to accommodate all fishing vessels for berthing and mooring activities at Regional Fishery Port I Carocok Tarusan.

Based on Ministerial Regulation No. 8/MEN/2012 of the Republic of Indonesia, a type C fishing port must meet specific technical criteria. A type C fishing port must be able to serve fishing vessels that conduct fishing activities in Indonesian waters, and

have berthing and mooring facilities for fishing vessels with a minimum size of 10 GT, as well as being able to accommodate at least 30 fishing vessels or a total of at least 300 GT. Based on an assessment of compliance with these ministerial regulations, it can be concluded that the Regional Fishery Port I Carocok Tarusan has met all three criteria specified for a fishing port.

The fish landed at the Regional Fishery Port in Carocok Tarusan are diverse, including anchovy, skipjack tuna, scad, squid, baronang, pomfret, red banana, mackerel, pompano, garfish, skipjack, herring, small pelagic fish, and tuna. These landed fish average 3 to 6 tons per day, depending on the number of fishing vessels that unload their catch at Regional Fishery Port I Carocok Tarusan, and are also influenced by several factors, such as weather, fishing gear, fishing grounds, and others.

Based on the Minister of Marine Affairs and Fisheries Regulation number PER.08/MEN/2012, a type C fishing port must meet operational criteria requiring it to carry out fish loading and unloading activities with an average of 5 tons per day. Based on the assessment of compliance with the ministerial regulation, the specified criteria have been implemented by the Carocok Tarusan Fishing Port Region I as a function of the fishing port, but it is not yet optimal due to frequent fish loading and unloading activities, resulting in less than 5 tons per day.

Regional Fishery Port I Carocok Tarusan has a fish processing facility, but it is not functioning properly; in fact, there has been no fish processing at Regional Fishery Port I Carocok Tarusan since 2015. This is due to the fish handling and processing facility at the Regional Technical Implementation Unit Regional Fishery Port I Carocok Tarusan not being used as intended, but instead converted into a parking lot for motor vehicles owned by fishermen or visitors to the Regional

Technical Implementation Unit Regional Fishery Port I Carocok Tarusan.

Based on Regulation No. PER. 08/MEN/2012 of the Minister of Marine Affairs and Fisheries of the Republic of Indonesia, a type C fishery port must meet operational criteria, including the presence of a fish processing industry and other supporting industries. Based on the assessment of compliance with the ministerial regulation, the criteria have not been implemented by the Regional Fishery Port I Carocok Tarusan as a fishery port function, as there is no fish processing industry or other supporting industries at the port.

The marketing and distribution of fish at the Regional Fishery Port I Carocok Tarusan averages 3 to 6 tons per day. This is in line with the production of fish unloaded at the Regional Fishery Port I Carocok Tarusan. If fish unloading at the port is low, the daily marketing and distribution of fish will also be lower. From January to October 2022, the average marketing and distribution of fish is around 2 to 5 tons per day, with the highest average of 5 tons per day only in September.

Based on Regulation No. PER. 08/MEN/2012 of the Minister of Marine Affairs and Fisheries of the Republic of Indonesia, a type C fishery port must meet operational criteria, including carrying out fish marketing and distribution activities with an average of 5 tons per day. Based on the assessment of compliance with the ministerial regulation, the determined criteria have been implemented by the Carocok Tarusan Region I Fishery Port as a function of a fishery port, but it is not optimal, as there are often fish marketing and distribution activities with less than 5 tons per day.

Regional Fishery Port I Carocok Tarusan has a land area of 21,000 m<sup>2</sup> for office buildings and other facilities. The dock is 100 m long with a pool depth of 3 m and a dock apron area of 2,000 m<sup>2</sup> used for mooring and unloading of catches. In comparison, the harbor basin is located in a

natural bay with a depth of 5-10 m and an area of approximately 30,000 m<sup>2</sup> with relatively calm waves and small swells. Based on the Minister of Marine Affairs and Fisheries Regulation number PER.08/MEN/2012, a type C fishing port has technical criteria that require the port to have a minimum dock length of 100 meters with a pool depth of at least minus 2 meters, and to utilize and manage land of at least 5 hectares. Based on the assessment of compliance with the ministerial regulation, all three criteria have been implemented by Carocok Tarusan Region I Fishery Port as a function of the fishing port, but it is not yet optimal due to the use of less than 5 hectares of land.

The service for repairing and maintaining fishing vessels in the Port of Fisheries Region I Carocok Tarusan is not available because the repair and maintenance facility is not yet available. Based on the Minister of Marine Affairs and Fisheries Regulation number PER.08/MEN/2012, there are no specific criteria, either technical or operational, for the function of a type C fishing port, unlike the previous fishing port functions, which include services for the repair and maintenance of fishing vessels. According to the assessment of the ministerial regulation, the function of the fishing port as a service for the repair and maintenance of fishing vessels has not been implemented by the Carocok Tarusan Region I Fishery Port because there is no service for the repair and maintenance of fishing vessels at the Regional Fishery Port I Carocok Tarusan.

The logistics and supply services for fishing vessels at the Carocok Tarusan Region I Fishery Port are managed by a private company, which uses the land within the area of the fishery port to provide supplies for fishing vessels going out to sea. The private company provides only fueling stations and ice blocks. Based on Minister of Marine Affairs and Fisheries Regulation number PER.08/MEN/2012, for the function of a type C fishing port, there are no specific technical or operational criteria, unlike the

previous fishing port functions. In this function, every fishing port should provide logistics and supplies for fishing vessels. Based on the assessment of the ministerial regulation, the fishing port function as a logistics and supply service for fishing vessels has been implemented by the Carocok Tarusan Region I Fishery Port, but it is not yet optimal due to the lack of some logistics and supply services at the fishing port.

Regional Fishery Port I Carocok Tarusan offers many marine tourism destinations, including Setan Island, Batu Kalang Beach, Muaro Beach, Sikulo Bay, Sungai Muruah Waterfall, and more islands accessible from this port. Based on the Minister of Marine Affairs and Fisheries Regulation number PER.08/MEN/2012, for type C fishery ports, there are no specific technical or operational criteria, unlike those for previous fishery ports. In this function, every fishery port has marine tourism. Based on the assessment of the suitability of this Ministerial Regulation, the function of the fishery port as a marine tourism facility has been implemented by the Carocok Tarusan Region I Fishery Port.

At the Regional Fishery Port, I, Carocok Tarusan, other services besides fishing activities include parking lots and entrance to the area. Based on the Minister of Marine Affairs and Fisheries Regulation number PER.08/MEN/2012, for type C fishing ports, there are no specific technical or operational criteria, unlike the previous fishing ports. In this function, each fishing port must provide other services outside of fishing activities in accordance with the laws and regulations. Based on the assessment of the ministerial regulation, the function of the fishing port as a provider and/or other services, in accordance with the laws and regulations, has been implemented by the Carocok Tarusan Region I Fishery Port.

### **Suitability of Class of Carocok Tarusan Fishing Port Authority for Fishing Port Activities and Facilities**

As mentioned in the data analysis subsection, the suitability analysis of the Regional Fishery Port I Carocok Tarusan class was conducted by comparing its activities and facilities with the Coastal Fishery Port class criteria outlined in Minister of Marine Affairs and Fisheries Regulation No. PER.8/MEN/2012 on Fishing Ports (Table 2).

Table 2 shows that from all the criteria established by the Minister of Marine Affairs and Fisheries Regulation No. 08/2012 on Fisheries Ports, and from the table above, the criteria that have been implemented at the Carocok Tarusan Fisheries Port in Region I are: conducting fishing activities in Indonesian waters, specifically in WPPNRI 572, berthing and anchoring ships with a size ranging from 10 GT to 30 GT with a total of 107 units and a total capacity of 1967 GT, fish unloading and marketing volume per day ranging from an average of 2 to 6 tons, facilities provided by the Carocok Tarusan Fisheries Port in Region I with a dock length of 100 meters and a harbor pool depth of 3 meters, the availability of logistics and supplies for fishing vessels, the existence of marine tourism at the fisheries port, and the provision of other services outside fishing activities in accordance with regulations. Meanwhile, the criteria that have not been implemented at the Carocok Tarusan Fisheries Port in Region I include the absence of fish processing and other supporting industries, the area of land managed not reaching 5 hectares, and the absence of services for the repair and maintenance of fishing vessels.

From the implemented criteria, it is apparent that there are still some suboptimal criteria, namely the volume of fish unloading and marketing, and fish distribution, which often falls below the standard of 5 tons per day, and in the logistics and supply services for fishing vessels, there are still some supplies that are not available in the Carocok

Tarusen Region I Fishing Port, namely the provision of clean water.

**Table 6.** Criteria for determining the class of Fishing Port (class C) based on the Minister of Marine Affairs and Fisheries Regulation No. PER.8/MEN/2012 concerning Fishing Ports

No	Criteria	Indicator Value	The current condition (October 2022)	Description
1.	Engage in fishing activities in Indonesian waters	WPPNRI	In the waters of WPPNRI 572	Implemented
2.	Size of berthing and mooring ships (GT)	10–30	5-10 amounted to 24 units, 10-20 amounted to 41 units, 20-30 amounted to 42 units	Implemented
3.	Capacity to accommodate ships (GT)	300–2250	1967	Implemented
4.	The volume of fish unloaded per day (ton/day)	5–10	2–6	Implemented
5.	There are fish processing industries and other supporting industries	Exist	-	Not yet implemented
6.	Volume of fish production sold per day (tonnes/day)	5–30	2–6	Implemented
7.	The length of the dock (m)	100–150	100	Implemented
8.	Port basin depth (m)	2–3	3	Implemented
9.	The managed land area (hectares)	5–10	2,1	Not yet implemented
10.	Available services for the repair and maintenance of fishing vessels	Exist	-	Not yet implemented
11.	Available services for logistics and supplies of fishing vessels	Exist	Exist	Implemented
12.	Sea tourism is available at the fishing port	Exist	Exist	Implemented
13.	Other services are available in the fishing port in accordance with the laws and regulations, beyond fishing activities.	Exist	Exist	Implemented

### SWOT Analysis in the Implementation of Fisheries Port Functions

As mentioned in the data analysis section, the development strategy of Regional Fishery Port I Carocok Tarusan, in implementing its function as a fishing port, uses a strengths, weaknesses, opportunities, and threats (SWOT) analysis.

IFAS and EFAS have predetermined weights based on discussions with researchers and key informants (Edmondri, S.Pi, Port Director) and the supervising lecturer (Ir. Jonny Zain, M.Si), who understand the relative importance of the strength, weakness, opportunity, and threat factors.

**Table 3.** IFAS Matrix of Fish Port Development in the Implementation of Fish Port Function at Regional Fishery Port I Carocok Tarusan in 2022

No	Internal Factors	Weight	Rating	Score (Weight rating) x
	Strengths			

1	The facilities available in the Regional Fishery Port I Carocok Tarusan support the implementation of a type C fishing port function	0,40	2,58	1,032
2	The licensing services provided by Regional Fishery Port I Carocok Tarusan are easily accessible for fishermen and visiting communities	0,30	2,21	0,663
3	The Fishery Port of Region I, Carocok Tarusan, conducts the coastal tourism	0,20	2,97	0,594
4	Regional Fishery Port I Carocok Tarusan is directly under the auspices of the West Sumatra Provincial Department of Marine and Fisheries	0,10	2,36	0,236
<b>SUBTOTAL</b>		1		<b>2,525</b>
<b>Weaknesses</b>				
1	The available land area is only 2,1 ha	0,40	2,61	1,044
2	Absence of facilities for repairing and maintaining fishing vessels	0,25	2,39	0,5975
3	The existence of poorly maintained port facilities, which are rarely utilized and are no longer in use	0,20	2,73	0,546
4	There is no specific office facility that serves marine tourism	0,15	2,73	0,4095
<b>SUBTOTAL</b>		1		<b>2,597</b>
<b>TOTAL WEIGHTED SCORE</b>				
<b>-0,072</b>				

**Table 4.** EFAS matrix for the development of the fishery port in the implementation of the fishery port function in the Regional Fishery Port I Carocok Tarusan in 2022

No	External Factors	Weight	Rating	Score (Weight x rating)
<b>Opportunity</b>				
1	Potential partnership with SMEs/industries is quite open	0,20	2,70	0,54
2	The potential market share for fish distribution outside of Pesisir Selatan Regency, even outside of West Sumatra Province, is significant	0,30	3,03	0,909
3	The existence of embankment development and expansion program of the port basin at the Regional Fishery Port I Carocok Tarusan	0,20	3,33	0,666
4	There are still other fishing vessels that use traditional fish landing sites that can be encouraged to land their catches at PPW I Carocok Tarusan	0,30	3,06	0,918
<b>SUBTOTAL</b>		1		<b>3,033</b>
<b>Threats</b>				
1	The existence of a traditional fish market around the Regional Fishery Port I Carocok Tarusan	0,40	2,39	0,956
2	High level of social vulnerability	0,20	2,61	0,522
3	The high cost of repairing and building facilities in the Regional Fishery Port I Carocok Tarusan, as well as the limited budget available	0,25	2,48	0,62
4	Unstable road access to the port	0,15	2,42	0,363
<b>SUBTOTAL</b>		1		<b>2,461</b>
<b>TOTAL WEIGHTED SCORE</b>				
<b>0,572</b>				

**Table 5. SWOT matrix**

	Strength	Weaknesses	
Treaths	Strategy S-T		Strategy W-T
	Strategy S-O		Strategy W-O
IFAS	<ol style="list-style-type: none"> <li>The facilities available in the Regional Fishery Port I Carocok Tarusan support the implementation of a type C fishing port function.</li> <li>The licensing services provided by the Regional Fishery Port of I Carocok Tarusan are easily accessible for fishermen and visiting communities.</li> <li>Coastal tourism is conducted by the Fishery Port of Region I Carocok Tarusan.</li> <li>Regional Fishery Port I Carocok Tarusan is directly under the auspices of the West Sumatra Provincial Department of Marine and Fisheries.</li> </ol>		<ol style="list-style-type: none"> <li>The available land area is only 2,1 hectares.</li> <li>Absence of facilities for repairing and maintaining fishing vessels.</li> <li>The existence of poorly maintained port facilities that are rarely used and may no longer be in use.</li> <li>There is no dedicated office facility serving marine tourism.</li> </ol>
	<ol style="list-style-type: none"> <li>Potential partnership with SMEs/industries is quite open.</li> <li>The potential market share for fish distribution outside Pesisir Selatan Regency, and even outside West Sumatra Province, is significant.</li> <li>The existence of embankment development and expansion program of the port basin at the Regional Fishery Port I Carocok Tarusan.</li> <li>There is no specific office facility that serves marine tourism.</li> </ol>		<ol style="list-style-type: none"> <li>Empowering the role of existing facilities as a means and infrastructure to implement the functions of a fishing port. (S1, S3, O3, O4)</li> <li>The establishment of MoUs with various SMEs/ industries to support the growth of the fisheries industry. (S4, O1, O2)</li> <li>Improving the quality of service performance efforts for fishermen to increase their fishery production, thereby expanding the distribution area of fishery products. (S2, S4, O2, O4)</li> </ol> <ol style="list-style-type: none"> <li>Performing maintenance and repairs, as well as equipping facilities, so that the fishing port can be fully operational. (W2, W3, W4, O3, O4)</li> <li>Expanding the managed land through development programs to support the implementation of the functions of a fishing port. (W1, W2, W4, O3, O4)</li> <li>Empowering the role of Fishery Port Facilities Fish Auction Place as a means of marketing fish to increase the potential distribution of catches and improve partnership coordination with SMEs/ industries. (W3, O1, O2)</li> </ol>
<ol style="list-style-type: none"> <li>The existence of a traditional fish market around the Regional Fishery Port I Carocok Tarusan.</li> <li>High level of social vulnerability.</li> <li>The high cost of repairing and building facilities in the Regional Fishery Port I Carocok Tarusan, as well as the limited budget available.</li> <li>Unstable road access to the port.</li> </ol>		<ol style="list-style-type: none"> <li>Utilizing existing facilities and providing good services so that fishermen can land their catches at the Regional Fishery Port I Carocok Tarusan. (S1, S2, T1)</li> <li>The provincial government and port authorities pay attention to needs that can improve services for port users, ensuring stable access for the surrounding community to the port. (S2, S4, T2, T3, T4)</li> <li>Optimizing the potential of the port as an attraction by facilitating access to it. (S1, S2, S3, S4, T1, T2, T4)</li> </ol> <ol style="list-style-type: none"> <li>Conducting good coordination regarding political, social, and economic stability in order to create a conducive business climate and integrated investment in the form of an approach to superior business sectors. (W1, W2, W3, W4, T1, T2, T3, T4)</li> <li>Optimizing facilities and services for users of fishing port facilities so that ships continue to enter and report to the Carocok Tarusan Fishery Port Region I. (W1, W3, T1, T3)</li> <li>Expanding the managed land in order to build a place for repairing and maintaining fishing boats, as well as stabilizing access roads to the port. (W1, W2, T4)</li> </ol>	

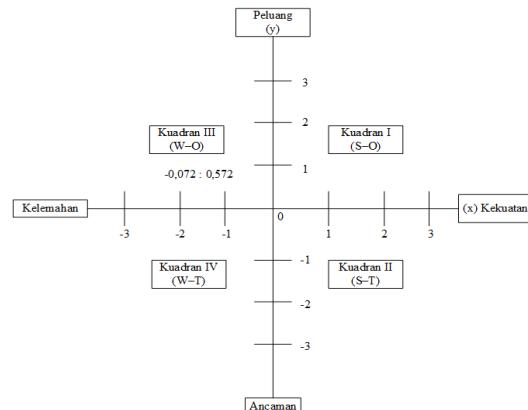
### Prioritizing Strategies using the SWOT Method

Strategies are formulated using the SWOT matrix by analyzing the external and internal factors and matching their strengths and weaknesses. The purpose of creating the

SWOT matrix is to identify as many possible strategy alternatives as possible for business actors.

According to Rangkuti<sup>5</sup>, the W-O quadrant means a strategy that minimizes weaknesses to capture opportunities. This

means many opportunities can be seized, but lack adequate support (more weaknesses), so these weaknesses need to be minimized first.



**Figure 1.** SWOT strategy position matrix

The top priority of alternative strategies that should be implemented in the implementation of the fishery port function at the Regional Technical Implementation Unit, Regional Fishery Port I Carocok Tarusan, based on the weight of the value score, is the Weaknesses-Opportunities (WO) strategy, which produces the highest weight. The Weaknesses-Opportunities (WO) strategy, based on the SWOT matrix in Table 5, has several policies as follows: a) To perform maintenance and repairs as well as equip facilities so that the fishery port can be operated in its entirety, b) To expand the

managed land with development programs to support the implementation of fishery port functions; c) To empower the role of the Fish Auction Place facilities as a means of marketing fish to increase the potential distribution of catch results and improve partnership coordination with SMEs/industries.

#### 4. CONCLUSION

Based on the Ministry of Marine Affairs and Fisheries Regulation No. 08 of 2012, 9 functions must be carried out in a port fishery, and of these 9 functions, only several functions have been implemented by Regional Fishery Port I Carocok Tarusan, namely the function of serving mooring and anchoring of fishing boats, the function of loading and unloading fish, the function of fish marketing and distribution, the function of logistics and supplies for fishing boats, the function as a marine tourism, and the function of providing and/or serving other services in accordance with the regulations.

The result of the SWOT analysis shows that the position of Regional Fishery Port I Carocok Tarusan is in quadrant III, with the X-axis at -0.072 and the Y-axis at 0.572, indicating a turnaround development strategy that minimizes weaknesses to capitalize on opportunities.

#### REFERENCES

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