STUDY ON THE DETERMINATION OF PRIORITIZED STRATEGY IN DEVELOPING FRESHWATER FISH HATCHERY BUSINESS IN SOUTH KONAWE DISTRICT

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ABSTRACT

The purpose of this study was to determine the prioritized strategy in the efforts to develop freshwater fish hatchery business in South Konawe District. The research was purposively carried out in South Konawe District in September-December 2019. This was a case study in freshwater fish hatchery business, with the consideration that the hatchers have been engaging in this business for long time by providing freshwater fish seeds. The informants in this study were the owners of freshwater fish hatchery business in South Konawe District. The data was analyzed using Analytical Hierarchy Process (AHP) method. It aimed to determine the strategy in developing freshwater fish hatchery businesses which is appropriate and prioritized. Based on the results of the study, it was noted that the most prioritized criteria were human resources with a weight value of 0.327, while the most prioritized alternative strategy was to conduct a comparative study on similar businesses which are considered more advanced and developed with a weight value of 0.443.

Keywords: AHP; development; freshwater fish seed; strategy

INTRODUCTION

The development of the fisheries sector in Indonesia can be used as the main driver in the development of the people's economy, and at the same time, it can be utilized to overcome the economic crisis that often strikes. Active and consistent stakeholder involvement is one strategy that can help accelerate economic growth in the fisheries sector (Sutarjo & Samsudari, 2018). Indonesia is known for its wealth of resources, especially fishery resources so that it can be used as a large capital for national development as well as potential in marine and fisheries development. Indonesia is also a country whose approximately 75% of its territory is waters and has 1,300 freshwater species (Kottelat & Whitten, 1996; Badan Pusat Statistik Indonesia, 2018).

The potential for freshwater aquaculture in 2015 was 2,830,540 ha with the area of freshwater aquaculture covering 305,216 ha and decreased to 148,812ha in 2016. The production of freshwater fish seeds in 2016 reached 74 billion fish or increased by 2.74 percent compared to the previous year and the upward trend for 2012-2016 was 10.60 percent with the average seed production was 62 billion fish. Southeast Sulawesi is one of the provinces in Indonesia which has potential of 17,376 ha of freshwater cultivation in 2015 with 2,181 ha cultivation area and the hatcheries production was 17,109,000 fish in 2017 (Pusat Data Statistik dan Informasi Kementerian Kelautan dan Perikanan, 2018a; Pusat Data Statistik dan Informasi Kementerian Kelautan dan Perikanan, 2018b; Pusat Data Statistik dan Informasi Kementerian Kelautan dan Perikanan, 2018a) Badan Pusat Statistik RI, 2019). Fish hatchery is a part of fish farming activities by breeding the fish parents to get the fish babies ready to be marketed (Pusat Pendidikan Kelautan dan Perikanan, 2012).

One of the regions in Indonesia which has the potential to develop large enough freshwater fish seeds in the form of ponds and other terrestrial public waters such as rivers, lakes and swamps, is the Province of Southeast Sulawesi. Based on the data obtained, it is known that the production of fisheries, especially aquaculture, in Southeast Sulawesi Province amounted to 631,232 tons in 2018 but decreased to 198,861 tons in 2019 (BPS Provinsi Sulawesi Tenggara, 2019; BPS Provinsi...
Aquaculture that developed in Southeast Sulawesi was also followed by other regencies, one of them is South Konawe District, which developed inland fisheries consisting of public waters, ponds, and farming ponds. Fisheries development is not something new. This can be seen in land use for aquaculture activities (fishponds, ponds, embankment, and freshwater) with the land area used in 2019 covering 54,971 ha and the number of aquaculture production in 2017 was 36,078 tons (Pusat Data Statistik dan Informasi Kementerian Kelautan dan Perikanan, 2018b; BPS Kabupaten Konawe Selatan, 2020).

Some people in South Konawe District have a side job as freshwater fish hatchery farmer located in Moramo Sub-district. The job is one of the sources of family income. There were 25 freshwater fishpond hatcheries in Moramo Sub-District and 15 freshwater fish hatcheries of them were well utilized, some have even acted as suppliers of freshwater fish seeds to farmers in South Konawe District and outside the region to be cultivated (BP3K Kecamatan Moramo, 2016).

Freshwater fish hatcheries have potential to be developed. This can be seen from the availability of sufficient natural resources to be optimized, the demand for freshwater fish seeds that are stable and the selling price of seeds produced which is considered cheap by consumers. However, in addition to the potential that is owned, the freshwater fish hatchery also faced several obstacles both internal and external (Worang et al., 2018). The internal obstacle faced by freshwater fish hatcheries in the study area included freshwater fish seed production is still limited when demand increases, the seeds produced often experience death, and the production process to the seeds harvest is still done by the manager himself. Andani et al (2014); Nugroho et al (2017); Ramadhan & Sari (2018); Worang et al (2018); Sari et al (2019) stated that the lack of seed availability, pests and diseases that attack the seeds and limited labor that deals with hatchery problems (lack of human resources) are internal factors in freshwater fish hatcheries. The external obstacle includes many similar businesses that appear so that it has the potential to create business competition (seizure of marketing areas) and the high selling price of freshwater fish seeds. Nugroho et al (2017); Worang et al (2018) said that high fish selling value and high market share are external factors in the freshwater fish hatchery. To overcome the internal and external factors of the freshwater fish farming business, it is necessary to develop good facilities to meet the increasing demand with good quality fish seed (Indaryanto, 2011). According to the description above, an appropriate development strategy to improve the quality of farmers’ knowledge and the skill of freshwater fish hatchery businesses. Therefore, the purpose of this study was to determine the prioritized strategy in efforts to develop freshwater fish hatchery business in South Konawe District

MATERIAL AND METHOD

The research was purposively carried out in South Konawe District in September-December 2019. This was a case study in freshwater fish hatchery business, with the consideration that the hatchers have been doing business for a long time by supplying the freshwater fish seeds. The informants in this study were the owners of freshwater fish hatchery business in the South Konawe District. Analysis of the data was done by using the Analytical Hierarchy Process (AHP) method. It aimed to determine the appropriate strategy for developing freshwater fish hatchery businesses and priorities (Worang et al., 2018).

RESULTS AND DISCUSSION

Characteristics of Informants

The characteristics of the informants consisted of age, level of education, number of family dependents and business experience. Based on the results of interviews conducted with the owners of freshwater fish hatcheries in South Konawe District, the informant’s identity was obtained as follows.

Table 1. Characteristics of informants

| No | Characteristics        | Unit | Informant |
|----|------------------------|------|-----------|
| 1  | Age                    | Year | 38        |
| 2  | Education              | Year | 12 (SPMA)|
| 3  | Family Dependents      | Person | 4       |
| 4  | Business Experience    | Year | 12       |

Source: Primary data processed, 2019
A productive age will allow people to do their business better than the age that is no longer productive. A productive age will also be able to absorb technology that can be used in business development. The results of the study showed that the age of the informants of freshwater fish hatchery business owners was 38 years. This means that informants are still in the productive age based on the classification of Badan Pusat Statistik RI (2014); Badan Pusat Statistik RI (2020) stating that age of 15–64 years old are productive ages. This relatively productive age is expected by farmers to be able to think and apply new technologies in an effort to develop better freshwater fish hatchery businesses to increase the production. Furthermore, Susanti et al (2016) added that productive age has a positive influence on production results.

The level of education is one of the factors that determine whether a person’s insight is broader or not. Higher education can affect one’s way of thinking in making decisions. The level of education also determines a person’s ability to absorb innovation information or new technology in improving the business (Thamrin et al., 2012). Based on the results of educational research, the owner of a freshwater fish hatchery business was a graduate of the Wawotobi High School Fisheries School (SPMA) of Konawe District. It is expected that the owner can absorb information about innovations and renewable technology in its business development efforts.

The number of family dependents shows the number of family members whose life will be borne in the household. The greater the number of family members, the greater the household expenditure. Based on the results of the study, the number of dependents of businesses of freshwater fish hatchery business was 4 people. This number indicates that the family is in compliance (Tohir, 1991). It is expected that the number of family dependents owned by business actors can be a trigger to increase their income in conducting freshwater fish hatchery production businesses, given the number of dependents of the family financed.

Business experience is all that is obtained in conducting freshwater fish hatchery business. This business experience can be measured by the length of the business or starting a business. Decision making and the attitude of a person in running a business is very determined by how much experience he gets (Limi et al., 2018). Therefore, breeders’ experience in conducting their business can affect their skills in managing and developing their business. The results of the study stated that freshwater fish hatchery business experience has been carried out for ± 12 years. So that it can be categorized as an experienced business actor. Such long experience in making effort will become a teacher in doing future business (Tohir, 1991).

The Determination of Criteria and Alleviative Strategy for Developing Freshwater Fish Hatchery Business

The process of formulating a strategy for developing a freshwater fish hatchery business was carried out by looking at and identifying the internal and external environmental factors of the freshwater fish hatchery business (Worang et al., 2018). The identification of internal and external factors was obtained according to the results of direct interviews by freshwater fish hatchery business owners and questionnaires answered by the informants. According to Nugroho et al (2018), the identification of internal and external environmental factors of freshwater fish hatchery business can be used in 4 aspects of criteria, namely production, Human Resources (HR), finance, and marketing aspects. The results of the identification of internal and external environmental factors can be seen in Table 2.

| No | Aspect               | Factors that affect business performance | Source  |
|----|---------------------|-----------------------------------------|---------|
| 1  | Production          | Seed Quality (CBIB)                     | Internal|
|    |                     | The increased feed price                | External|
|    |                     | Transfer of land functions              | External|
|    |                     | The existence of pest disturbance      | External|
|    |                     | Limited land                           | Internal|
|    |                     | The fish pond is quite good             | Internal|
|    |                     | Water availability                      | External|
|    |                     | The business land is self-owned         | Internal|
| 2  | Human Resources     | Education is quite good                 | Internal|
|    |                     | Labor is easy to get                    | Internal|
|    |                     | There is coaching and PPL               | External|
|    |                     | The business name is not recorded       | Internal|
|    |                     | Local UPR is available                  | External|

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Table 2 The results of identifying the determinants of strategy

| No | Aspect | Factors that affect business performance | Source |
|----|--------|-----------------------------------------|--------|
| 3  | Finance| Have enough capital                     | Internal|
|    |        | Government assistance                   | External|
|    |        | Seed prices are relatively cheap        | External|
|    |        | Relatively high income                  | Internal|
| 4  | Marketing| Demand for seeds increases              | External|
|    |        | Business location far from the market   | Internal|
|    |        | There are relatively many consumers     | Internal|
|    |        | Promotion of business premises is not yet efficient | Internal|

Source: Primary data processed, 2019

Table 3 shows the aspects of determining the strategy along with the results of internal and external environmental factors that have been identified based on observations and interviews directly at the place of business. The existing factors were then used as material for analysis and consideration to formulate a prioritized strategy in developing freshwater fish hatchery that is suitable for the problem at the business location and also to get prioritized strategy that are easy to implement. The process of determining the criteria and alternative strategies for developing freshwater fish hatchery business was carried out after identifying the determinants of the strategy obtained at the time of the interview using questionnaire to the informant. Meanwhile, alternative business development strategies are determined by considering the results of the identification of the determinants of the strategy (Soselisa et al., 2018).

**Analytical Hierarchy Process (AHP)**

The strategy of developing freshwater fish hatchery business in South Konawe District was formulated using the Analytical Hierarchy Process (AHP) method which was designed to capture the perceptions and opinions of informants of freshwater fish hatchery business owners which was closely related to the problems that occur in the freshwater fish hatchery business environment, then decides the strategy that must be suitable with the previous problems (Djawardi, 2012).

The preparation of the hierarchy of the development of freshwater fish hatchery business began with making the objectives to be achieved namely the prioritized strategy for the hatchery business development. In the next step, the strategic criteria based on the results of interviews with the informants were made. It was then known that there were four criteria, including marketing, production, finance, and human resources. In the final stage, the most prioritized alternative was made from each predetermined criteria. The results of the arrangement of the hierarchy is shown in Figure 1 below:

![Figure 1. Hierarchy structure for developing freshwater fish hatcheries](image-url)
The determination of the hatchery business development strategy using AHP has firstly selected the most influential criteria. There were four criteria used, those are marketing, production, financial and human resources. Based on these four criteria, the most prioritized alternatives was then determined. Prioritized criteria in developing freshwater fish hatchery business in South Konawe District can be seen in Table 3.

Table 3. Criteria for developing freshwater fish hatchery businesses

| No | Criteria                          | Weight Value | Priority |
|----|-----------------------------------|--------------|----------|
| 1  | Marketing aspect                  | 0.307        | 2        |
| 2  | Production aspect                 | 0.288        | 3        |
| 3  | Financial aspect                  | 0.079        | 4        |
| 4  | Human Resources (HR) aspect       | 0.327        | 1        |

Inconsistency Ratio = 0.01

Source: Primary data processed, 2019

Table 3 shows that based on the results of data analysis regarding the opinions of freshwater fish hatchery business owners, it shows that the most prioritized business development strategy criteria that require attention for developing freshwater fish hatchery business in South Konawe District were respectively Human Resources (HR) aspect with weight value of 0.327, marketing aspect with weight value of 0.307, production aspect with weight value of 0.288, and financial aspect with weight value of 0.079, with inconsistency ratio criteria of 0.01 which means that it is still under tolerance of 0.1 so the criteria were considered to be consistent.

Prioritized Strategy in the Development of Freshwater Fish Hatchery

The most important criteria to be prioritized in efforts to develop freshwater fish hatchery business are the human resources, marketing, production and finance. Alternative strategies based on these criteria can be seen in Table 4

Table 4. Alternative strategies based on criteria

| No | Criteria                                           | Weight Value | Priority |
|----|---------------------------------------------------|--------------|----------|
| 1  | **Human Resources**                               |              |          |
|    | Comparative studies of similar businesses which    | 0.443        | 1        |
|    | are considered more advanced and developing        |              |          |
|    | Following the technical guidance of hatchery or    | 0.387        | 2        |
|    | fisheries business guidance by the local government|              |          |
|    | Regular meeting of Carper Hatchery (UPR) members   | 0.169        | 3        |
|    | as a forum for information and learning exchange   |              |          |
|    | **Inconsistency Ratio = 0.02**                     |              |          |
| 2  | **Marketing**                                     |              |          |
|    | Developing distribution networks and expanding    | 0.875        | 1        |
|    | marketing networks                                |              |          |
|    | Utilizing social media as a means of promoting    | 0.125        | 2        |
|    | freshwater fish seed                              |              |          |
|    | **Inconsistency Ratio = 0.00**                     |              |          |
| 3  | **Production**                                    |              |          |
|    | Adopting the latest hatchery techniques to        | 0.362        | 1        |
|    | improve the quality of freshwater fish seeds      |              |          |
|    | Utilizing natural food and additional feed to cope| 0.310        | 2        |
|    | with high feed prices                             |              |          |
|    | Increasing the existing potential land to meet    | 0.182        | 3        |
|    | the increased demand for seeds to consumers       |              |          |
|    | Increasing Parent Availability to support increased| 0.147        | 4        |
|    | seed production                                   |              |          |
|    | **Inconsistency Ratio = 0.07**                     |              |          |
| 4  | **Finance**                                       |              |          |
|    | Utilizing the Carper People's Seed Unit (UPR)      | 0.750        | 1        |
|    | Carper to seek funding assistance from the        |              |          |
|    | government                                        |              |          |
|    | Utilizing People's Business Credit (KUR) loan      | 0.250        | 2        |
|    | provided by relevant bank                          |              |          |
|    | **Inconsistency Ratio = 0.00**                     |              |          |

Source: Primary data processed, 2019
Based on Table 4, it is known that the prioritized strategy for developing freshwater fish hatcheries in Konawe Selatan District is based on four criteria, as follows:

1. **Human Resources (HR)**

   The most important criteria to be prioritized in efforts to develop freshwater fish hatchery business is the human resources. There are three alternative strategies that are used as a reference as in Table 4 which shows that alternative prioritized strategies are selected in the criteria of Human Resources (HR) that can be made as the top priority in developing freshwater fish hatchery business, which is conducting a comparative study on similar businesses that are considered more advanced and developed with a weight value of 0.443, following the hatchery technical guidance or fisheries business guidance by the local government with a weight value of 0.387 and a routine meeting of Carper People’s Hatchery (UPR) members as a place for exchanging information and learning with a weight value of 0.169. The alternative strategy inconsistency ratio is a Human Resource (HR) criterion of 0.02, which means it is still below tolerance of 0.1 so the criteria are considered to be consistent.

   - Comparative studies on similar businesses which are considered more advanced and developed
     - Comparative studies on more advanced businesses are carried out through cooperation in business development so that the efforts carried out so far can develop even better because they gain additional knowledge about the businesses they are running through training and development activities. Hadijah et al (2015); Soselisa et al (2018) stated that training and development are carried out to optimize and improve production. Attention and seriousness are needed from the hatchery business owners as well as from the local government so that it can be implemented as an effort to advance the hatchery business in South Konawe District.

   - Follow the technical guidance of hatchery or fisheries business guidance by the local government
     - General understanding for breeders in Margacinta Village, Moramo Subdistrict, South Konawe District in the efforts of developing freshwater fish hatchery is only obtained from education, while for the technical guidance from (Field Agricultural Instructors), it is not optimal yet because the extensionist only delivers basic materials. about agriculture in general and usually only takes the data needed in the field, especially in the place of a freshwater fish hatchery. So that we need more serious assistance from the field counselor and the government, especially in hatcheries of freshwater fish business. Sutarto & Samsudari (2018) said that training and assistance have a positive effect on freshwater fish hatchery business. Furthermore, Nugroho et al (2017) added that following the technical guidance of aquaculture or fisheries business guidance is one way to improve knowledge of freshwater fish hatcheries business.

   - Regular meetings of UPR Carper members as a place to exchange information and learning
     - The Carper Hatchery Unit (UPR) in South Konawe District consists of 12 hatchery farmers. This UPR was formed to fulfill the requirements for obtaining assistance from the government because assistance from the government can only be distributed if it is collected in a group container so that the People’s Hatchery Unit (UPR) is expected to function properly, especially as a forum or place to exchange information between group members as well as public hatchery units in general. Yuniarti & Basuki (2017) said that the group can play a role in improving science and technology for members of the hatchery business regarding seeding technology and seed production

2. **Marketing**

   Marketing is the second prioritized criteria which is used as a reference for the development strategy of freshwater fish hatchery business in South Konawe District. In the marketing criteria, there are 2 (two) alternative business strategies for developing freshwater fish hatchery that can be applied and implemented as in Table 4 showing that alternative strategies for developing freshwater fish hatchery business in marketing criteria are developing the distribution networks and expanding the marketing networks with a weight value of 0.875. This strategy can be carried out by collaborating with the local government and non-governmental organizations in South Konawe District to assist the promotion of freshwater fish seeds. Promotions using social media as an additional alternative can be used because this type of promotion is quite easy to do with a weight value of 0.125. The alternative inconsistency ratio of the marketing criteria strategy is 0.00, which means that it is still below tolerance 0.1 so the criterion is considered to be consistent.

   - The development of a distribution network and expand the marketing network of freshwater fish seeds
     - The development of freshwater fish hatchery business can be done by opening opportunities and expanding the marketing network and distribution that is profitable for the hatchery. Hadijah et al (2015) explained that the development of distribution network and the expansion of marketing

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network intended to open market opportunities. This can be done by collaborating with the government and local non-governmental organizations (NGOs), to help promote freshwater fish hatchery operations. In addition, the government must also provide support such as helping oversee the marketing process of freshwater fish seeds carried out by breeders, providing counseling on how to take advantage of market opportunities and how to avoid losses in the marketing process, as well as providing information about prices and information on freshwater fish seed demand. However, breeders must also be active to obtain this information.

- **Utilizing social media as a means of promoting freshwater fish seed**

  One of the characteristics of a successful freshwater fish hatchery business is that if the freshwater fish hatchery business is already known by many people and the place is also easy to be reached. Based on the interview results, it was found that the hatchery is just waiting for consumers to come directly to buy freshwater fish hatcheries in South Konawe Regency. Breeders are also only rely on word of mouth promotion delivered to consumers who come. Thus, it becomes a weakness because the promotions carried out so far are not quite maximal. Therefore, one of the promotions that can be done by breeders is by utilizing social media because this promotional model does not require a lot of money and is very easy to do. Rahmawati et al (2020) stated that internet and social media are used by farmers to get ideas, develop, promote and sell their products.

3. **Production**

Production ranks third as prioritized criteria in developing freshwater fish hatchery business in South Konawe District. There are four alternative strategies that can be applied in the production criteria as in Table 4 showing that the most strategic alternative priority in the production criteria is adopting the latest hatchery techniques to improve the quality of freshwater fish seeds with a weight value of 0.362, utilizing natural food and additional feed to cope with high feed prices with a weight value of 0.310, increasing the existing potential land to meet the increased demand for seeds to consumers with a weight value of 0.182 and increasing the availability of fish parents to support increased seed production with a weight value of 0.147. The alternative strategy inconsistency ratio of marketing criteria is 0.07, which means that it is still below tolerance of 0.1 so that the criterion is considered to be consistent.

- **Adopting the newest fisheries technique to improve the freshwater fish seeds quality**

  The application of the latest techniques is indeed very necessary in the business development effort because consumers are very concerned about the quality of the seeds that they will buy. Customer or consumer satisfaction of freshwater fish seed is affected by the quality of the seed (Sau et al., 2017). Freshwater fish hatchery techniques carried out so far in South Konawe District are actually quite good because they have used several modern tools in the production process of freshwater fish seeds such as the use of oxygen cylinders during the process of seed packaging at the time of sale, but for the process, other productions still use simple tools. Therefore, in order to produce quality and continuous production, it needs to adapt technology (Astoko, 2019). Furthermore, Worang et al (2018) claimed that increasing the freshwater fish hatchery production can be done by providing training on freshwater aquaculture and maintaining the quality of aquaculture fish products.

- **Utilizing natural food and supplementary feed to cope with high feed prices**

  Freshwater fish seed production that has been done by hatchers so far especially in the case of freshwater fish seed feeding still relies on artificial seed feed provided by stores that provide freshwater fish seed feed whose prices are quite expensive at IDR600,000/sack. Meanwhile, natural feed or additional feed is only given to help reduce production costs so far. Therefore, it takes a strategy so that the use of natural feed on freshwater fish seeds can be applied more than artificial feed without reducing the protein consumption needed by the seed. Artificial feed that was usually given by hatchers so far was only in the form of taro leaves which are planted around the freshwater fish seed ponds, thus there was no cost incurred. Sutarjo & Samsudari (2018) feed raw materials that have been available at the hatchery location can be utilized as raw materials for making fish feed.

- **Increasing the existing potential land to meet the increased seeds demand for the consumers**

  Meeting the demand for freshwater fish seeds that have always been increasing so far has only been obtained from existing hatchery ponds. Freshwater fish hatcheries have always been constrained by land, causing land expansion to increase the capacity of constrained seeds. Therefore, it is necessary to increase the existing potential land such as the functioning of all existing seed pools because there are currently 12 ponds that are not used to increase production because market demand for inland fisheries production is very high, while the availability of seeds
is low (Andani et al., 2014; Worang et al., 2018). Furthermore Hadijah et al (2015) stated that increasing the potential land can be done to expand cultivation to meet the increasing demand.
- Increasing the amount of freshwater fish seed production by increasing the availability of fish parents
  The production process carried out by the hatcher to meet the increasing demand for freshwater fish seeds so far was only obtained from one fish parents pond. The utilization of the existing pool is actually sufficient to meet the consumer demand. However, it cannot meet the needs of freshwater fish seeds if at any time there is an increase in demand. Therefore, we need an addition of a mature gonad fish parent by utilizing or adding to an existing fish parent pond, but the problem is the availability of a mature gonad parent fish which is difficult to find. Ramadhan & Sari (2018) stated that the problem experienced in fish hatchery activities is the availability of mature gonad fish parents.

4. Finance
The role of capital is actually very important in developing freshwater fish hatchery businesses, but venture capital during the production process can already be covered with private capital. However, alternative financial criteria strategies are still needed to help venture capital incurred privately. There are two alternative strategies in the financial criteria that can help the existing problems such as in Table 4 showing that the most prioritized alternative financial strategy to be applied in the freshwater fish hatchery business is utilizing the Carper People's Seeding Unit (UPR) with a weight value of 0.750 and utilizing People's Business Credit (KUR) provided by the Bank in relation to a weight value of 0.250. The alternative inconsistency ratio of the financial criteria strategy was 0.00, which means that it is still below tolerance of 0.1 so the criterion is considered to be consistent.
- Utilizing the Carper People's Seed Unit (UPR) to seek funding assistance from the government
  Utilization of the People's Hatchery Unit (UPR) means to facilitate the submission of financial assistance such as feed, fish parents and supporting equipment that can be used in the development of freshwater fish hatchery business in South Konawe District. This is done as an effort to obtain financial assistance from the government in a similar manner (Hadijah et al., 2015).
- Utilizing People's Business Credit (KUR) loan provided by the relevant bank
  At present, there are a lot of agricultural People's Business Credit (KUR) provided by private banks as a support to develop businesses owned with various conditions and are quite easy to be fulfilled by the hatchery owners. During this time, the development of freshwater fish hatchery business that is done only relies on private capital and the results of the sale of freshwater fish seeds obtained. Therefore, the efficiency of business development requires a loan that can be used to develop the business

CONCLUSIONS AND SUGGESTION

The development of freshwater fish hatchery business can be maximized by increasing the hatchery knowledge and skills that can be done through comparative study activities in similar businesses that are more advanced and developed. Based on the results of the study, it was noted that the most prioritized criteria are human resources with a weight value (0.327) and the most prioritized alternative strategy is to conduct a comparative study on similar businesses that are considered more advanced and developed with a weight value (0.443). The freshwater fish hatchery business requires the role and attention of the local government and stakeholders in the form of a policy to develop a hatchery business and a freshwater fish farming business in South Konawe District

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