

SUMMARY

Freshwater fish farming is currently being developed in Indonesia due to the high demand for fish for consumption. From an economic point of view, this business provides promising benefits. The research was carried out in December 2021. The purpose of this study was to identify the potential for developing freshwater fish farming in Ogan Komering Ulu Regency and analyze strategies in an effort to develop the potential for developing freshwater fish farming in Ogan Komering Ulu Regency. This study uses research methods with survey methods, with census method, data processing using LQ analysis, Shift Share and SWOT analysis. The results showed that hThe results of the LQ analysis show that the potential for freshwater aquaculture business with an LQ value of 1.09 where the LQ value > 1 means that this business sector is basic/superior. The results of the Shift Share (+) analysis are locationally profitable, the freshwater aquaculture business sector. The strategies that can be used are the SO Strategy (land optimization, the role of government support, and increasing production yields), the WO Strategy (Involving partners in marketing and capital, seed assistance by the government, technical training and extension), ST Strategy (diversification pattern, seed continuity and production, improving security systems and farmer institutions) and WT Strategy (maximizing production and competitiveness, extension and adoption of hatchery technology and cooperation with business partners in terms of promotion and marketing.

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Keywords: *Potential, Freshwater Fish, LQ, Shift Share, SWOT*

RINGKASAN

Budidaya ikan air tawar sekarang sedang banyak dikembangkan di Indonesia dikarenakan banyak permintaan ikan untuk dikonsumsi. Dilihat dari aspek ekonomi, usaha ini memberikan keuntungan yang menjanjikan. Pelaksanaan penelitian dilaksanakan pada bulan Desember 2021. Tujuan dari penelitian ini adalah untuk mengidentifikasi potensi pengembangan usaha budidaya ikan air tawar di Kabupaten Ogan Komering Ulu dan menganalisis strategi dalam upaya mengembangkan potensi pengembangan usaha budidaya ikan air tawar di Kabupaten Ogan Komering Ulu. Penelitian ini menggunakan metode penelitian dengan metode survei, dengan metode penarikan contoh *purposive sampling*, pengolahan data dengan menggunakan analisis LQ, *Shift Share* dan analisis *SWOT*. Hasil penelitian menunjukkan hasil analisis LQ menunjukkan bahwa potensi usaha perikanan budidaya air tawar dengan nilai LQ 1,09 dimana nilai LQ > 1 artinya sektor usaha ini basis/unggul. Hasil analisis *Shift Share* (+) secara lokasional sektor usaha perikanan budidaya air tawar menguntungkan. Strategi yang dapat digunakan adalah Strategi SO yaitu optimalisasi lahan dengan pemanfaatan air sungai sebagai tempat budidaya ikan, meningkatkan peran pemerintah dalam mendukung pemasaran hasil produksi ikan air tawar di OKU, dan peningkatan hasil produksi untuk memenuhi permintaan pasar.

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Kata Kunci: Potensi, Ikan Air Tawar, LQ, Shift Share, SWOT