

Strategi peningkatan daya saing industri kecil menengah pangan olahan hasil laut di provinsi kepulauan bangka belitung = The strategy to improve the competitiveness of small and medium seafood industries in the province of bangka belitung archipelago

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Abstrak

Penelitian ini menganalisa faktor penghambat keunggulan daya saing industri, faktor kekuatan, kelemahan, peluang dan ancaman dalam meningkatkan daya saing Industri Kecil Menengah Pangan Olahan Hasil Laut di Provinsi Kepulauan Bangka Belitung. Analisis yang dilakukan menggunakan analisis basis ekonomi, model diamond porter, dan analisis SWOT. Berdasarkan analisis SWOT, industri kecil menengah pangan olahan hasil laut di Provinsi Kepulauan Bangka Belitung posisinya pada kuadran IV, ini berarti dengan segala daya upaya, pelaku IKM dan semua stakeholder harus berusaha meminimalisir segala kelemahan dan berupaya keras untuk mengatasi segala macam ancaman. Hasil Analisis SWOT menyarankan bahwa perlu dilakukan program-program untuk pemberdayaan klinik IKM, differensiasi produk, kerjasama dengan industri pariwisata, dan pembentukan kluster industri pangan olahan hasil laut.

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This study attempts to analyze the competitive advantage barrier factors of the industry and the strengths, the weaknesses, the opportunities, and the threats factors in enhancing the competitiveness of small and medium seafood industries in the Province of Bangka Belitung Archipelago. Analyzes were performed using the economic base analysis, diamond porter model, and SWOT analysis. Based on SWOT analysis, the position of the small and medium seafood industries in the Province of Bangka Belitung Archipelago is at the fourth quadrant, means that stakeholders have to do all efforts to minimize the weaknesses and to overcome the threats. Based on the SWOT analysis, the writer proposes the following suggestion: (1) the empowerment of IKM clinic, (2) product differentiation, (3) cooperation with tourism industries, and (4) the establishment of the small and medium seafood industry cluster.