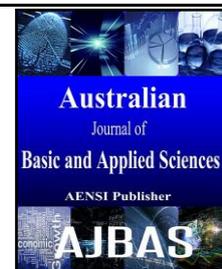




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### Determining Core Business for Aquaculture in Indramayu District - West Java

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#### ABSTRACT

This research aims to identify problems and indicators as the foreground for arranging development pattern for aquaculture business, to recommend direction and target for regional government's policies in anticipating the development of aquaculture business as a potential that needs integrated management, and also to recommend possible core business to be expanded. Data are collected from general condition in the location, spatial utilization pattern (land/waters), human population, intraregional and interregional movement of goods and services, identification of aquacultural core business potentials, market identification and analysis, intraregional and interregional local market, investment opportunities, sociocultural condition including institutional, business pattern, consumption, income per capita, transportation system, number and distribution of facilities and infrastructures, as well as internal aquacultural facilities. The methods used for data collecting include surveys and interviews related to the core business planning for aquaculture in Indramayu. The data are then analyzed using Space Factor application intended to map business optimization by identifying the condition, position, or problems in business (strengths, weaknesses, opportunities, threats) to formulate the next strategies. SWOT Analysis is used as the tool and results in catfish farming places in IFAS point (3.01) and EFAS (3.03) while vannamei shrimp farming places in IFAS (3.43) and EFAS (2.80) indicating that those farmings may be potentials in overcoming weaknesses and obstacles in the future. Core business strategy planning is composed using matrix space. Though vulnerable to various threats, aquaculture businesses still have strengths in internal scope. The suggested strategy for this is to use strength in using long-term opportunities by implementing diversification (for products or markets). Vannamei shrimp farming falls into this category. It is also suggested for the business to minimize company's internal problems in order to seize better marketing opportunities. Catfish farming falls into this category.

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#### INTRODUCTION

Fisheries is one of the significant sectors contributing to a region's Regional Gross Domestic Product (RGDP), particularly in the areas close to the maritime due to their activities in aquacultural businesses. The Indramayu Regency in West Java is known for its productivity in fisheries and aquaculture. These have been highly contributed to the regional economy in accordance with its regional macro economic strategies: harnessing its potentials' comparative excellence and natural resources varieties in order to attract investments, reducing imbalance in interregional economic resources, harnessing the available infrastructures, advancing business relations to manage the economic structures, and preparing for free market. Based on the background, this paper, therefore, aims to identify the problems and indicators as the bases for

arranging aquaculture business pattern, giving recommendation of direction and goals in policies for the regional government in order to anticipate the development of aquaculture businesses as such potentials having to be handled in integrated fashion.

##### Methodology:

##### Types and Sources of Data:

For the purposes of this research, the related collected data include the general condition of the location, spatial utilization patterns (land/water), population, intraregional and interregional distribution system, identification for core business potentials in aquaculture and farming, marketing identification and analysis, intraregional and interregional marketing map, investment opportunities, socio-cultural tendencies, including local institutions, business patterns, social consumption, income per capita, transportation

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