

FRESHWATER FISH CULTIVATION ECONOMY VALUE CHAIN MODEL - SURVEY ON TWO VILLAGES IN SUBANG AND PURWAKARTA

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ABSTRACT

Different with the people in Nagrog Village, most of the people in Mayang village are freshwater fish cultivators. However, there are several problems connected with cultivation, especially on the cultivation institutional and management, such as not optimized group functions and individualized cultivation production marketing. The problems in both aspects bring serious effects on freshwater fish cultivation's value chain. The existence of the problems, drive interest to further acknowledge about: (1) the primary and supporting aspects of freshwater fish cultivation in both villages; and (2) freshwater fish cultivation's economy value chain in both villages. The method utilized in this research is a descriptive survey with data collection through depth interview through focus group discussion with local government, stakeholders, and freshwater fish cultivation cultivators. The result of this research are: (1) the freshwater fish cultivation in both village includes input market, operational activity, distribution, human resource development, and cultivation technology; (2) there are weaknesses in the primary and support activities of freshwater fish cultivation in Mayang Village, which produced by a weak non-physical infrastructure, cultivation technology utilization, and cultivator human resource development. Meanwhile, in Nagrog Village these weaknesses are not found due to strategic roles played by cultivator business group.

Key words: Fish cultivation economy, value chain model, freshwater fish cultivation.

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1. INTRODUCTION

Freshwater fish cultivation has become a significant economic activity for the society both in Mayang and Nagrog Village, and the high level of water and human resource availability, are the main factors that push freshwater fish cultivation activity. Based on initial research, despite the difference of economical contribution level, the business plays a significant role in