

## **Sustainability Analysis And Determination Of Soka Crab Cultivation Agribusiness Strategy (Scylla Spp.) In Aceh Singkil Regency**

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### **ABSTRACT**

*Soka crab or soft crab (Scylla spp.) is a seafood product that is increasingly popular among the public because it makes it easier for consumers to process and consume it. Soka crab has a high selling value compared to hard crabs so that it becomes a prospect in pond business activities in the field of agribusiness soka crab cultivation. Soka crab cultivation is generally carried out in coastal areas and natural resources are abundant and easily accessible. This research was conducted in the soka Crab King Gostel Jaya crab farming pond business in Kabupate Aceh Singkil aims to find out and analyze the sustainability of soka crab cultivation and determine the right strategy in an effort to develop a soka crab farming pond business so that this research can provide benefits for coastal communities, nelayan, and prospective business actors in cultivating soka crabs in Aceh Singkil. The analytical method used in this study is to use Multidimensionall Scaling and Rapid Appraisal for Sustainability (MDS-RAPS) or Rappfis analysis to analyze sustainability status and Analytic Hierarchy Process (AHP) as an analytical tool in determining soka crab cultivation strategies (Scylla spp.). The results of the analysis show that the first position on sustainability status is the ecological dimension with environmental quality attributes and the second institutional dimension on the attributes of capital institutions with the category of highly sustainable. The third position of the economic dimension in the attributes of the determination of the buying and selling price of soka crab seedlings and the fourth social dimension on the attributes of the role of private institutions with the category of sufficient sustainability, and the fifth position on the technological dimension on the attributes of soka crab cultivation facilities and infrastructure. This research recommends the importance of the main strategy on the environmental quality attributes and the two uses of soka crab cultivation facilities and infrastructure as an effort by farmers in developing agribisnis in the field of soka crab cultivation.*

**Kata kunci:** *MDS-RAPS, AHP, Agribusiness, Soka Crab Cultivation (Scylla spp.), Aceh Singkil Regency.*