STRATEGY FOR DEVELOPMENT OF TILAPIA *(Oreochromis Niloticus)* CULTIVATION AT PT. TIMUR MANDIRI AQUACULTURE, JEMBER DISTRICT

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ABSTRACT

The fisheries sector plays a crucial role in the national economy, both as a provider of employment, a source of income, and a high-value animal protein source. Fisheries development must be responsive to future challenges, including predicting the evolution of production systems and markets, as well as changes in resources. PT. Timur Mandiri Akuakultur in Jember has advantages in terms of water resource availability but faces constraints such as limited capital, price competition, and feed price instability. This research aims to identify strategic factors and determine appropriate alternatives and priorities in developing Nile tilapia(Oreochromis Niloticus) aquaculture strategies at the company. The methods used for data processing and analysis include descriptive analysis and strategy formulation analysis, utilizing tools such as the IFE matrix, EFE matrix, internal-external factors matrix (IE matrix), and SWOT matrix. The conclusions of this study indicate that PT. Timur Mandiri Akuakultur has significant potential with strengths such as abundant water resources and a strategic location. However, the company also faces challenges such as limited capital, seed availability, promotion, competition with fresh sea fish, and price fluctuations. The most attractive strategy is "Improving Production Efficiency and Reducing Operational Costs," which has the highest Attractiveness Score and promises success for the company's Nile tilapia aquaculture business.

Keywords: Fisheries sector, economy, Nile tilapia aquaculture, PT. Timur Mandiri Akuakultur, development strategy, SWOT matrix, production efficiency, limited capital, feed price fluctuations.