ABSTRACT

With the potential of fisheries in Regency Bangkalan Coastal Areas increased quantity of production every year, this region has a chance to development of an central industrial processing of fishery. However, the condition of fishery product processing industry in Regency Bangkalan Coastal Areas doesn’t grow well because they are still managed in a household scale and scattered in several districts. That is necessary for determining central location of an industrial processing of fish for the fishing industry that there could now be developed into a central for medium-scale industries. The purpose of this study was to obtain the appropriate central location of an industrial fishery processing in Regency Bangkalan Coastal Areas.

The research was conducted in order to obtain suitable locations and appropriate based on determining factors central location of an industrial fishery processing (site suitability factors, raw materials, market, infrastructure and labour). Furthermore, while based on five factors, an analysis of raw materials by the method of continuity theoretical descriptive analysis, factor analysis with SPSS analysis tools, analysis of the weighting factors using the AHP tool (Analytical Hierarchy Process) and analysis determining the location of industrial centers with the assessment and weighting of each candidate location, location suitability analysis by using analysis tools in ArcGIS 9.3 weighted overlay to identify alternative locations.

The results of this study is Kecamatan Tanjung Bumi, Kecamatan Bangkalan, Kecamatan Klampis dan Kecamatan Kwanyar as appropriate location for industrial processing of fish. However, Kecamatan Tanjung Bumi is the most potential for the central industrial processing of fishery products in Kabupaten Bangkalan Coastal Areas taking into account the weight of raw materials, markets and means of fishing the highest compared to other districts.

Keywords: Location of industry, industrial processing of fish.